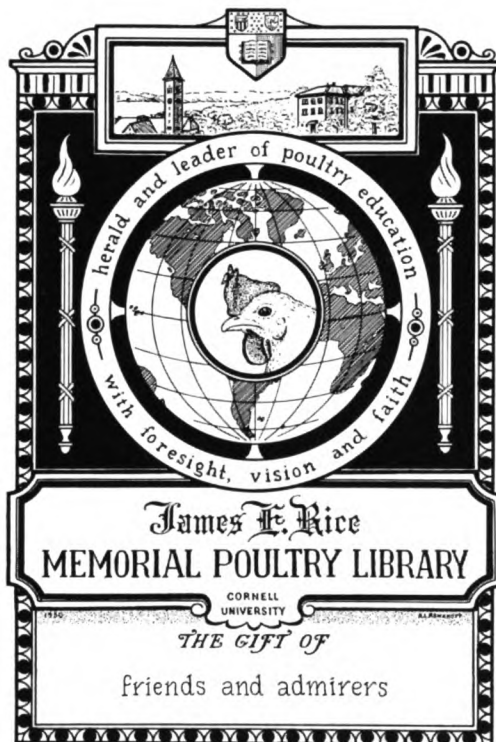


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no. 78

Poultry Advertising and Sales

By C. D. GRAVES



James E. Rice
MEMORIAL POULTRY LIBRARY

CORNELL
UNIVERSITY

THE GIFT OF
friends and admirers

ALBERT R. MANN LIBRARY

NEW YORK STATE COLLEGES
OF
AGRICULTURE AND HOME ECONOMICS
AT
CORNELL UNIVERSITY

100

Home Study Reading Course
on
Poultry
Advertising and Sales

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C. D. Graves
Author

Home Study Division
Springfield Advertising Corporation
Springfield, Illinois
U. S. A. A #

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FOREWORD



After several years experience in the breeding of Standard bred chickens and seeing the need of a course of instruction to assist in the development of the undertakings of lovers of beautiful fowls, the author conceived the idea of compiling an authoritative Home Study Course on the subject of Advertising and Selling.

Every other branch of the Poultry industry has been thoroughly "treated" and the field of poultry literature and knowledge is quite complete with this one exception, and that comes about, possibly, because the subject is a technical one.

It requires the experience of the advertising man, editorial knowledge, coupled with the experience of breeding and a deep seated love of beautiful birds to handle the subject satisfactorily.

With these few words the author places this work in your hands for your guidance.

Suggestions for Study

READ CAREFULLY

In the study of Advertising and Sales, the great fact to be borne in mind is, that if the student is to become a real honest-to-goodness Mail Order Salesman, it will not be by committing to memory the technical terms and rules of science but only by mastering its practical wisdom in such a manner that he will be able to put the principles to practical application. Nor is it the number of pages read or the number of hours consumed in reading that makes the mail order salesman. It is the careful and patient study of the text with time and opportunity for reflection. The student must study with an active mind and with an interest for the subject. He should read and re-read slowly. He should also concentrate his mind on his work—this is one of the great aids to study.

The amount of time required to master a lesson depends so much on the aptitude and application of the student that it is rather difficult for us to set an exact limit. Those who will accustom themselves to study and form the habit of concentration, can accomplish as much if not more in one hour than those unaccustomed to study can do in two or three hours. Therefore the thing to do is to train your mind and brain to act quickly which will be a SUCCESS SEED that will benefit you all through life. It is not so important how much we read as it is how we read. From one to three hours is the average time required to master a lesson, but each lesson should be mastered, and the student must decide for himself whether he should study one, two or three hours. The lessons on Advertising construction will possibly require longer study.

Study lessons as if you were preparing for a class recitation in a resident school. After having studied the lesson until you thoroughly understand it, turn to the question sheet and ask yourself the questions there asked. Answers to these questions need not be sent to us, as we believe the student's time can be more profitably employed in study than by writing answers to questions which in most cases will be found easy. However, if he cannot answer the questions or if he is not sure that he has answered them correctly, he can readily

refer to the lesson sheets. No lesson should be passed over until the student thoroughly understands it—you may have to refer to a lesson three or four times but in no case should a lesson be passed over before you understand it perfectly. It is not necessary or advisable to commit a lesson to memory. The object is to learn the principle laid down so as to be able to tell it in your own language.

Study the lesson until you understand it; the questions tell you if you have succeeded. The questions are on the important parts of the lesson. If you are able to answer them without referring back you will have succeeded.

We would like, however, to have a written examination covering every five lessons. Special questions will be sent you for this purpose. In this way we will be able to advise you where you are weak and you can correct the fault. It is not obligatory, however, to send in these examinations if you are of the opinion that you are progressing satisfactorily.

Don't hesitate to write us on any subject as we want to be of the greatest possible service to you.

The work in the department of Advertising Practice and Layout will commence with Lesson No. Six. Lessons six, seven, eight and nine are very important ones. We will point this out to you when we come to them.

We advise that you subscribe for one or more Poultry magazines. We will probably refer quite often, to the American Poultry Journal, the Reliable Poultry Journal and Everybody's Poultry Magazine, to specific instances that we want to call to your attention both in the text and the Advertising pages.

Start right, pursue your studies with a determination to win, and we can assure you of success.

Do not allow yourself to become discouraged if you meet with obstacles. Nothing of importance was ever accomplished without some hard work, and sometimes many sacrifices. Having resolved on a course of action do not be easily diverted from your purpose.

There are many shining lights in the pure bred poultry business. They hewed their way through life, making their own opportunities. They succeeded because they had that resolute determination which "holds whatever is undertaken with an iron grasp." Do not be easily discouraged but persevere and you are bound to win success.

Lesson No. 1.

Opportunities in the Pure Bred Poultry Business

1. **Introduction.**—That there are great opportunities for profit and pleasure in the pure-bred poultry business, everyone knows who is conversant at all with the Industry.

Men and women who not long ago were comparatively unknown are today pushing abreast of the leaders in Poultrydom. Take for instance the experience of W. D. Holterman of Fort Wayne, Indiana. Only a few years ago Mr. Holterman was a drug clerk. Today he owns one of the show places in Fort Wayne, you might call it a palace along the great ocean to ocean, Lincoln Highway. His income today, from his "Aristocrat" Barred Plymouth Rocks (baby chicks and hatching eggs), is more in one month than his entire salary would have been for several years as a drug clerk. Picture this man so poor that he had to save a dollar at a time to get money with which to buy one setting of eggs, living in a five room house in town, today known around the English speaking world. He does not need to worry along on the salary of a drug clerk. What Mr. Holterman has done, others can do. Even though they may not have as great a success, there are thousands upon thousands of opportunities to build a business large enough that it will be equal to any ordinary retail business in town.

Again look at the wonderful accomplishments of the Mahoods down in Missouri. A truly remarkable business in Rhode Island Reds has been built up by them. They not only studied how to develop their birds but at the same time kept their mind on the importance of Advertising and Selling.

Note what Oak Dale Farms have accomplished away off in Minnesota. This farm purchased the entire flock of Leghorns from Dan Young, the foremost Leghorn breeder of America. It was predicted

by big eastern breeders that Oak Dale would make a fizzle of their endeavors but, lo and be hold, they are selling more Leghorns today than Dan Young ever dreamed of selling and what has done it? Straightforward, honest dealing, together with a sound Advertising and Selling policy, is the answer.

Take notice of the splendid progress being made by Adam Poltl of Wisconsin who has been breeding White Plymouth Rocks for several years. You can tell just as plainly, as the nose on your face, that Mr. Poltl is progressing satisfactorily if you go no further than the development he is making in his Advertising which has been quite an evolution with him for several years.

2. Your Opportunity.—And so the story might go on, but it is unnecessary to point out these specific instances. What we want to show you is that you have the same opportunity these men and thousands of others had who are accomplishing wonders in the way of making a comfortable living, while many of them have reached the heights of fame and fortune.

The pure bred poultry business has not yet even reached the heights of its glory. The standard bred or pure bred fowl has been accepted not only by city fanciers and back lot breeders but it is being taken up on the great American farms throughout the nation. Opportunities for quick development in the future will surpass anything in the past and it is incumbent upon you to carefully study these lessons and take advantage, whenever it will be of value or service to you, of our personal individual advice.

Any man or woman who would succeed in the standard bred poultry business must love the work; there is no half way ground. You must love nature. You must love to care for your birds. Love to shape the destinies of the baby chicks through chickhood, pullet and cockrel-hood to maturity and then you must love them so intensely that every feature, every line of their contour is quickly measured in your eyes. If you haven't this love for your birds there is no chance to reach the top. Prize-winning fowls are not raised by chance. It requires a consistent, systematic course to carry you through to success.

We mention this in order to caution you that all the advertising

in the world will not make you a big success and famous unless you have a love for your work and this love for your work is **nothing other than genius**. It is for the love of the thing that you put forth your best efforts. Where there is a will to do a thing that thing can be done and it rests entirely with you whether you accomplish what you set out to do. You must look far into the future and every act and deed must be done with the intention of accomplishing your desires.

3. Two Kinds of Salesmanship.—Advertising and Salesmanship are inseparable. Salesmanship is personal contact with the prospect. Advertising is contact with a great many prospects at the same time and which we will call Salesmanship on paper. The latter kind of Salesmanship is more difficult to acquire than the former for the reason that the appeal must be right before it goes out.

If a personal salesman sees he has taken the wrong tact, or made a mistake, he can change his method of approach and gradually lead his prospect around to his view of thinking. Not so in Advertising. You must be sure that your appeal is correct, that it is the thing that will sell the “goods.”

Please take note that in Advertising or in Salesmanship there are two minds in each prospect through which you may gain your objective. These minds are the **feeling mind** and the **reasoning mind**. The nature of your product will determine which of these minds you should appeal to. As an example, you would appeal to the feeling mind of the man who wants birds for their beauty; something that would appeal to his pride of ownership. The reasoning mind, while it takes in this feature of the feeling mind in so far as the owner may also desire beautiful birds, goes still further and asks, “What advantage to me will these birds be? Will I profit through them?” It is here that the possibilities to be accomplished by your customer will be the motive back of which induces him to buy your fowls, eggs or baby chicks. The purpose behind all Advertising and Selling is to inspire definite action.

4. The Magic Formula of Success.—Before you write an Advertisement, ask yourself these questions, what have I got to sell, to whom can I sell, how can I get action? Solve these questions and you

have hit upon the magic formula of **SUCCESS**. You must give considerable thought, as much thought in fact, to your Advertising and Selling endeavors as you do to your producing end. It is because of the neglect to appreciate the importance of Advertising and Selling that the average Advertisement does not get what it is sent after. How can it when it doesn't clearly specify the action it wants.

If you want immediate action tell me why I should set aside a part of my time to buy something of you, and if you want a chunk of my bank roll, tell me the reason why I should give you money that I have at least a hundred uses for. Convince your prospect that it is cheaper to buy your quality of fowls rather than to take chances buying somewhere else at less cost and usually greatly inferior in quality.

5. You Cannot Trust to Luck.—Advertising is not simply letting people know you are in business. If that was all, you would get your proportion of business and your competitor would likely do the same. But this is not what you are in business for and that is not what you are advertising for. You are making a bid for a large percentage of business. It is a self-evident fact that before your business can become successful you must know how to dispose of your product. Trusting to luck will not do, although some people have a better natural instinct than others and their progress is much more rapid on this account. In other words, they soon learn how to turn the trick. They have been watchful and wide-awake and have prepared themselves to master the problem at hand and that is just what you must do if you ever hope to become prominent in your endeavors. We do not mean by this that you must start in with a "splurge," that is not the case; you must start on a modest scale and build gradually but by knowing how to do it, you can build more rapidly, more safely and with less expense.

6. The Baby Chick Wonder.—One of the wonders of the age is the development of the baby chick industry which is spreading out year by year. Every community has need of a hatchery and from this beginning a profitable trade in baby chicks can be built up through the mail order route. From mongrel flocks the baby chick business has advanced to the selling of pure bred stock but always will the public look to the fancier for truly standard bred quality. No hatchery can always be sure of guaranteeing the best quality on account

of its inability to personally supervise the source of supply of their hatching eggs. Therefore the fancier will always be able to command a higher price from those who want standard bred fowls while there will always be a big demand for pure bred hatchery flocks.

There is a distinction between pure bred and standard bred—while a flock may be pure as to blood it may not be standard bred according to the American Standard of Perfection, although a standard bred chicken must first be pure bred.

QUESTIONS

Lesson No. 1

- (1) What policy is best in Advertising?
- (2) (a) Why must you love your poultry work? (b) What is genius?
- (3) (a) Name two kinds of salesmanship. (b) What two minds must you appeal to? (c) What is the purpose of Advertising?
- (4) (a) What is the formula of success? (b) What must you do to get immediate action?
- (5) (a) Why should you not trust to luck? (b) How can you prepare to master your problems?
- (6) Why can't the hatchery guarantee standard quality?

Lesson No. 2

What the Advertisement Must Do---

1. Honesty Must Prevail—Looking down the years covering the period of activities of many men, now grown old in the standard bred poultry profession, the successes of those who now enjoy the greatest respect and are truly famous for their ability and straightforwardness, have been those men who hewed close to the line and stood on a rock-bottom foundation of honesty and integrity.

At times some man has endeavored to fake the public but his career was short-lived. No sooner was the spotlight of merciless publicity turned on such an one, than he was compelled to cease operations from the very fact that he had no customers after his unfair methods were exposed.

There is no place in the standard-bred poultry business for the get-rich-quick promoter or for the man who is dishonest in dealing with his customers or who is dishonest in dealing with only a few of them.

All the confidence in the world is usually placed in the integrity and lofty ideals of the standard bred poultry advertiser. If confidence is abused it is a detriment to those who play the game fairly. The standard bred poultry business is a mail order undertaking and much care, exceeding caution, must be used to present your proposition, ambitiously but honestly, so as to leave every customer a satisfied one.

2. You Must Sell, Sell, Sell—To the novice advertising preparation is like an unknown and uncharted sea. However, it is not a difficult subject to understand, and work with intelligently, when once a few cardinal principles are mastered.

Of course everyone cannot become a first magnitude star in the advertising field, as it is a highly specialized science. Nevertheless

any man who can breed good poultry has it in him to write and prepare his advertising in a convincing manner and attractively dressed, by giving it some thought and study.

The greatest and most common fault lies in the fact that a man may spend thousands of dollars improving and developing his flock but does not seem inclined to part with only a few dollars to make his catalogue and selling literature more attractive. After all is said and done, let me say this one thing, your success in this undertaking as well as in any other, is your ability to sell, Sell, SELL. The whole system of barter and exchange is nothing more nor less than a network of selling plans and the man who develops faster than his neighbor and who unearths selling arguments and selling qualities that dispose of his offerings, will as surely take the lead in his field as night follows day.

3. A Born Advertiser—Some men are born advertisers. Half their mind is occupied with the development of their ideas; the other half is busily engaged in planning ways and means of interesting others in what they have discovered or have to offer.

A born advertiser is one who is able to interest others in his activities, but never gives away his secret. He educates people to expect something unusual of him and they follow him about to see what he will do next.

Take H. Cecil Sheppard for instance. He is an advertising genius. He knows the art of selling through the printed word. He knows how to present the features and good points of his famous Anconas and he has made thousands want his "egg machines."

U. R. Fishel is another successful advertiser. He is the greatest champion of the proud White Plymouth Rock this country has ever seen. Look in his catalog if you please, and he tells you how advertising started him on the road to success. There are hundreds of others who possess or have possessed the advertising instinct and their successes have been phenomenal. E. B. Thompson is a consistent and possibly the largest advertiser of the fancy. Month in and month out sees E. B. Thompson's wonderful advertisements. The successful advertising of John S. Martin has made his Wyandottes known the world around and builded a great success for him. Every

breed has its champions and many of them have caught onto the advertising instinct which has placed them in a class by themselves while many other breeders are capable of producing birds of as good quality but they lack salesmanship knowledge possessed by the leaders.

4. There's Room at the Top—There is always room at the top and many a young breeder as the years go on, will be called upon to take the place of the leaders of today.

Only recently the venerable John H. Robinson, writing in a poultry journal, declared that there is an opportunity for fame and fortune for the breeders who will popularize some of the lesser known and non-standard breeds. He declares that advertising of the honest, straight-forward kind is the very essence of building up such a business, not losing sight of the fact that fowls of quality and merit must be produced.

While one half of these men's brain is occupied with plans for the upbuilding of their poultry endeavors, the other half, figuratively speaking, is just as busily engaged involving means and methods whereby they can best dispose of their product.

If the writer could only burn the importance of this feature of the business into your brain so that it stays with you during every waking hour you will be a success and only limited by your own efforts and ambitions. More beginners, in the standard bred poultry industry, fail because they do not understand the art of finding and securing prospects who may be turned into buyers at a remunerative price, than any other cause except, possibly, rank "green-hornism," or those who think a "chicken is only a chicken."

A born advertiser just naturally compells people to keep their eyes on him. And there hangs the story of his success.

To make a great success of your business you must love your work. Without love for your work it is impossible to find room in your brain for the activities as divided—a part on production and a part on your selling end. You must study; you must separate the meat from the trivial in poultry literature. You must work with your fowls while you are studying them and learning more about them.

5. Your Ability Will Grow—We cannot repeat too often the importance of the selling end and we want to impress upon your mind that after all else is done, it is the one thing that will make or break you. Your success will be as large as your ability. And your ability will grow and develop just in proportion to the extent of the desire to grow and develop. If you are determined to do a thing and are persistent enough you will always find a way to do it. Don't suppose that because some other man is a "wonder" that you cannot do the same thing and possibly surpass him. After all we are all moulded from the same clay and the difference between success and failure may hang only by a thread.

Anything you want to do strongly enough can be accomplished as your brain will grow in proportion to the desire in you and the labor and development you give it. Every man has a sufficient brain. It is only a matter of using what you already have. The brain needs training and that part untrained is not used, seemingly showing a small brain which in fact is only a small development of a brain that is sufficient when put to work.

6. Stick to the Ship—Just say, "I Will." Then do it whether it requires one year, ten years or twenty. This thing called persistency, after all, is the secret of the successful man.

Our country is large. It is the greatest on the globe. Following the great war it became the financial center of the world. Every man and woman shares in this distinction and may every one labor and plan to keep it ever so.

Thousands of people every year start in the poultry business; other thousands improve their flocks by buying better blood, nearer to the approach of the standard of perfection.

Some may think the business will be overdone. No, it can't be, as at present the standard bred fowl represent a very small fraction of the total number of fowls raised in this country and Canada. But the common fowl has "seen its day" and is being supplanted very rapidly by standard bred stock which has demonstrated time and again is a better egg producer as well as a better market fowl and exceedingly more pleasing to the eye and artistic taste of man. Therefore in the years to come the chance for sales will exceed anything in

the past and there will be a need for a tremendous lot of breeding stock.

7. What Advertising Does—Advertising is used to sell something—goods, service or good-will. The sale may be made through orders which come directly from the readers, or indirectly by creating a demand in the community where the Advertising is done. The first is known as **mail-order advertising**, the latter **local advertising** when confined to a single city; and **national advertising** when covering a large territory.

We will have to deal almost exclusively with the first plan or **mail-order advertising**; that is, the transaction is done by mail, payment is made by mail, and delivery is made by mail, post or express.

Mail-order advertising in the poultry industry is usually confined to poultry journals, farm papers and the classified sections of the daily newspapers. An advertiser, whether engaged in mail-order, national or local advertising must either prepare the advertisements himself or employ someone to do it for him. In our case the advertiser must prepare it himself because it is not in such volume as to justify a special advertising manager. However, some of the big poultry breeders employ Advertising Agencies to write, layout and place their advertisements for them.

8. Selling Points—The most important part of any plan or kind of advertising is the preparation of the material that goes into it. Selling points must be studied, as the real object of advertising it to sell your products. The advertisement must be your salesman. But Advertising space is expensive and no advertiser can afford to waste it. That is why selling points must be carefully studied. A selling point is any feature such as color, shape, breeding, productivity, etc., of your fowls to the extent that it will cause others to want them. The measure of your ability to discover and develop the selling points of your birds will determine the degree of your success. No matter how beautiful or artistic your advertisement may be it fails in its purpose if the real selling argument is not presented. It is quite possible that while one advertisement may bring what you would say were satisfactory returns, another advertisement would produce twice the results. Therefore, we would ask you to constantly study

the Advertisements in the poultry journals and ask yourself which of these Advertisements appeal to you. Human nature, the world over, usually runs the same and there is a general average that you can depend upon.

The advantage in favor of the poultry advertising writer, is that he can concentrate on the selling points to be developed without interference from distracting subjects which are foreign to the poultry industry. The general advertising man must study every article that he advertises, to be successful. That is why the teaching of poultry Advertising and Sales will not be nearly as difficult as a general advertising course would be.

Whenever you discover a selling point in your birds, jot it down for future use. You will find herewith enclosed blank sheets for this purpose. Use them. Whenever you come across an appealing Advertisement; save it. In this way you will be collecting material for future use, which will be highly valuable to you.

QUESTIONS

Lesson No. 2

- (1) (a) What has been the policy of successful poultry breeders? (b) What is the result of abused confidence?
- (2) (a) What are qualities that develop salesmanship? (b) What is a common fault of failure to develop sales?
- (3) (a) Who is a born advertiser? (b) Name some born advertisers.
- (4) (a) What does John H. Robinson say? (b) How do successful men divide their endeavors? (c) Why do beginners fail?
- (5) (a) What will stick-to-itiveness do? (b) What are the chances to make sales?
- (6) How can you develop your brain?
- (7) (a) What is advertising for? (b) Name two kinds of advertising? (c) Name kinds of publications best suited for poultry advertising?
- (8) (a) What is a selling point? (b) Why is it important to make a record of selling points?

Lesson No. 3

The Human Element in Advertising.

1. Knowledge and Enthusiasm—There enters very strongly the human element in all forms of successful advertising and sales. It is an unconscious something that you find developing and growing within you as you progress in your endeavor. It is really knowledge and enthusiasm together working for an outlet advising the world that you have something of merit to offer and that you are aware that you are offering something of value and you will not rest satisfied until you have told the world about it.

Study yourself. The world is made up of a great many individuals who are human beings like yourself. Study your friends. Study the careers of the men who have made a great success in their endeavors. Put all this information together and strike an average. Then apply the knowledge to an analysis of yourself, your endeavors, your aspirations, your hopes. You will then find that your brain is developing and as you make progress you will learn that it is capable of grasping new forms, and new ideas, loftier ideals, which will assist in placing you on a higher plane of endeavor.

Harness your brain—train it as you would a baby chick which knows not how to eat or drink. It will develop and grow in proportion to the activities you give it—the brain we mean just as the chick does. It depends upon the use you make of your brain whether you will pass up and beyond the ordinary hum-drum of every day existence. The brain is capable; all it needs is training.

2. Service—This one word is the bed-rock foundation of all substantial and lasting success. Without it your endeavors are not fulfilling their full mission and sooner or later will fall by the wayside, overtaken and passed in the race of progress by the more aggressive ones whose watchword is Service. It means everything in success.

Promptness and courteous treatment of your customer means service. You cannot give him service unless you give him value received and a little more. The man or men who give the greatest amount of service are the leaders in their line of endeavor and it is no different in the poultry business. In fact service here is more important, it might seem, than any other commercial endeavor. There are so many chances for one to fall down on service that there must be a large measure of service in every transaction in order that service becomes apparent.

3. Keep "Everlastingly At It"—The man who tries advertising and then says advertising does not pay, quite as frequently fails because he has not tried long enough and hard enough, as he does because he has not tried right.

Every accomplishment in the world worth while is the result of effort piled on top of effort—the result of keeping "Everlastingly at it."

Old Noah Webster worked thirty-six years to finish his dictionary. In all that time he wrote only one book but that book will be remembered and its author always revered as the "Schoolmaster of the Nation."

Grey labored for more than thirty years on his "Elegy in a Country Churchyard." He never produced anything else of much consequence, but that stands today as the finest poem of its character in the English language.

Gibbon toiled for twenty years on his "Decline and Fall of the Roman Empire," but the ages have produced nothing to take its place with the student of Roman history.

Stevenson spent seventeen of the best years of his life perfecting the locomotive and the principle he laid down is the underlying principle of engine construction today.

4. Poultry Journal Advertising—The point is, when you want a thing done go do it. Don't let the little obstacles stop you in your efforts. The best and surest way to advertise your business is by word of mouth. Therefore the poultry shows offer you the surest oppor-

tunity of meeting and talking with interested parties. But you cannot go to all the poultry shows and even if you could you would not meet a large proportion of those who are interested in standardbred poultry. Now we come to another means of advertising and by far the best medium of advertising. This refers to the poultry journals.

Everyone, interested in poultry, reads a poultry journal and many read half a dozen or more. In that way they keep up with the new thought in the poultry world.

While you cannot personally meet enough prospects to build up a large business you can talk to thousands upon thousands through the columns of the poultry press. And let us say here, the advertising pages are often of as much interest and value as the reading pages. But as it is more difficult to talk on paper than it is by word of mouth we arrive at the value Selling Knowledge will be to poultry advertisers. The information given here will be valuable only in proportion to the diligence and care you use in reading and retaining the meat of the thought presented herein.

5. A Vital Element—Personality is indeed, a very vital element in advertising and enters more thoroughly into Poultry Advertising than possibly any other form of advertising, because of the fact that the standard-bred poultry business is a personal development. A Born Advertiser is one who has developed the advertising and sales instinct which undoubtedly lies dormant in everyone. The advantages for successful advertising and sales are in favor of the poultry breeder, because in the first place he is intensely interested in his work and naturally he is interested in the many features of that work which will build for success. The real advertiser is the man who is able to see things, the tendencies and the connections of things, to the extent that he is able to make the prospect see these things in the same light that he does. That is how you are able to sell your birds.

6. Parent Stock of Ability—In short, personality in advertising is nothing more than the parent stock of ability upon which there must be built all that science and art can teach to make the advertiser a success. You must understand that there is nothing in science but the gathered and tested results of the work and study of men. There is nothing in advertising but that. You must accept and use whatever

experience may come to you from others. It is much easier to do a thing when you have a rule to go by.

We are anxious to attain success in the shortest route possible and we cannot take years of time in pioneering and developing plans of our own or else we would be too old to use them when we have learned the secrets of success.

If one is inclined somewhat, or in other words to get at the real basis of his endeavors, it would appear that personality is at the bottom of everything in the world which moves onward. Without the compelling personality of Darwin, there would be no "Origin of Species." Without the personality of any great man the theories he put into practice, would have lain dormant, exerting no influence in the world.

7. The Reason Why—There are many Master Breeders today who have spent the best years of their life in developing birds of beauty and how to dispose of them at a remunerative price, and it is their experience that we must use to our own advantage. "Human Interest in Advertising" is nothing more than "reason why." There must be a reason why your birds are valuable to some one else and the quicker you discover the reason why they are, just that much quicker you will reach success. Make the reason plain in your copy, it will then get into the minds of your readers and influence them.

8. Crating Fowls and Packing Eggs—The very fact that you use care in the crating and shipping of your fowls is an advertising feature that must not be overlooked. Use light crates so the express charges will not be excessive and you have a pleased customer. Cumbersome, heavy crates or packing boxes detract from the appearance of your birds and when the customer is asked to pay for excessive weight of crating he is about ready to declare that the stock is not as represented. Ask a price for your birds that will enable you to use neat, light weight crates for shipping.

In the same manner the packing of eggs for hatching is very important. If you use care and judgment in packing, so that the eggs reach the destination in good condition, it shows the purchaser that you have considered his interests and he reasons that one who is so careful in the preparation for shipping must be as careful in the

breeding and raising of his birds and that they are honest stock. This all tends to leave a pleasant customer and he will pass the good word along which again is good advertising.

QUESTIONS

Lesson No. 3.

- (1) (a) Describe the "Human Element" in Advertising. (b) How can you develop your brain?
- (2) (a) Why is "Service" so important? (b) Define service.
- (3) Why should you never give up?
- (4) What are the best advertising mediums for the poultryman?
- (5) What makes a real advertiser?
- (6) Why should we study the successes of others?
- (7) What is "Reason why" advertising copy?
- (8) Why is it so important to use care in crating fowls and packing eggs?

Lesson No. 4

Analysis of Advertising

1. **"Bring Home the Bacon"**—It is necessary to reproduce a number of advertisements to illustrate the points we wish to bring out. These have been collected from poultry journals without the knowledge of the advertisers and are in no way "a boost" for these particular breeders. The point desired to be made clear is that good advertising, the kind of advertising that "brings home the bacon," must be attractive, with the punch of confidence back of it.

However you must have quality fowls to back up your advertising. Without quality your advertising will become a boomerang and you, yourself, will be hit with the return of unfavorable opinion. In other words one must not make claims for quality until he is sure that he, himself, knows what quality is. You might think that you have quality birds and possibly you have, judged by localized standards, but what you need to know is whether they are quality fowls in comparison with the best of their breed. Therefore it is important that much study be given to your variety and a few visits to poultry shows will soon put you right in this connection. Above all study the Standard of Perfection. Make it a text book. Go in to climb to the top rung of the ladder of success. You cannot make the jump to the top all in one leap.

2. **Truthful Advertising**—Good advertising is that advertising which tells the truth about good goods—in this instance good poultry—and good service, which reaches with its message the greatest number of prospects and which creates confidence.

Every statement of fact must be accurate to the nth degree and the whole presentation must be marked by a restraint of statement which will be convincing rather than by flatulent superlatives, which are discounted by the reader.

3. **"Attention Value"**—The object of this lesson is to suggest how poultry advertisements may be made more effective by making them more attractive, more convincing—giving them more "Attention Value."

You need not be told that if an advertisement, and this also means a catalog, circular, mating list and the like, is not noticed or read when the reader is going through the pages of the poultry magazine or when he receives your direct by mail literature, it has failed in its purpose. Neither must you be told that the make-up of the advertisement, that is, the pictorial features and the type arrangement, is one of the elements that make it attractive to the eye and when the eye is attracted it flashes the news to the brain. You want to get your message to the brain in as pleasing a manner as it is possible to do it. An adverse message to the brain will be a detriment. Therefore, the elements of the advertisement must be correctly set forth. We all know this, tho, possibly unconsciously. Take yourself for instance. What is it that attracts you to an advertisement? Why does one advertisement of a thing you are interested in appeal to you while another does not? Apply this situation to your own advertising. When you write your advertisement, a good plan is to lay it aside for a day or two, then read it over and try and place yourself in the position of your prospective customer. Does it still appeal to you?

4. **Ad-Analysis**—In analyzing advertisements, you must take into consideration that there are several features in the poultry field that appeal to interested persons. The prospect may desire to get a start in pure-bred chickens but at a small outlay. He cannot afford to pay much for his eggs or stock and in fact he has not yet learned of the importance of strain breeding. Hence, the better the quality of stock for the money the more chance there will be for your advertisement to make sales.

Another prospect may be interested in egg yields and he is looking for a strain of birds that can "shell out" the eggs. He wants pure-bred stock but the appearance of the fowls is a secondary consideration with him. Another prospect will want beauty and utility combined. He will want as nice looking birds as possible and he wants them to match up to the Standard of Perfection. Still another class of prospects are those who raise a few beautiful specimens for the

pleasure of it and they want the best that can be procured. While they expect to receive eggs in liberal quantities this is not the important feature with them. They look at the show record and the breeding back of them to determine where to buy. There are many classes of this kind of breeders from the rich to the poor, from the lawyer and doctor to the cobbler. These prospects will buy the best birds they can afford according to their worldly means.

5. **Value of Specializing**—Now it should be plain that in launching your poultry endeavor you should specialize to the extent that you really can offer superior quality and you will not need to worry about sales. It is plain, however, that you cannot breed a strain of birds with all the elements of quality and it is equally plain that you should confine your efforts to either egg yields, to beauty or a strain that combines beauty and utility. Understand that your birds cannot be superior specimens of all these features at one and the same time.

6. **What "Display" Means**—Analysis of display advertising is taken up in this lesson. When the term "Display" is used it is to be taken as the whole physical advertisement, including form, size, illustrations, decorations, type arrangement and the assembling of these units in the completed advertisement. But even should all these elements and details be considered and made to come together in the advertisement, in a manner practically beyond criticism, it does not mean that the advertisement will necessarily pull results.

There are several other things to be considered and it may be that their study—tearing them apart, element by element—will result in the construction of an entirely different advertising appeal. The advertisement must be adapted for the particular thing it is to do, the particular people it is to appeal to, as noted before, when you determine the class of people you are planning on interesting.

7. **The Advertisement Starts the Sale**—Modern day advertising is expected to sell goods—interest people to the extent that they want your product and when it does not do that it is a failure. It may be that your advertisement may only bring inquiries. This must then be followed up with direct by mail selling talk and personal letters and the like to complete the sale. The advertisement proper started the sale. It found you the man or woman who is interested in your

chickens and now it is up to you and your further sales talk to close the deal.

Another kind of advertising and which is very successfully used in poultry advertising is to describe your offering so plainly and convincingly that the deal can be made as soon as the prospect reads the advertisement. This is a very desirable kind of advertisement as results are then secured at less cost than where inquiries must be followed up because the advertisement did not give enough information for the prospect to complete the deal there and then. Of course no advertisement will make all sales direct. Even if there are a large number of sales made direct there possibly will be a larger number of inquiries that must have attention with the proper follow-up to convince the prospect that they need your birds. This follow-up feature will be considered in the lesson on sales letters later in the course.

8. Page Space Dominates—Of course the page advertisement is the most dominating. No matter what the size of the page may be, the very fact that it is a page makes it dominate all other ads. But we can't afford to take page space in the beginning and in fact the start should be made with the use of classified advertising which is the feeler that develops and spreads good will for the advertiser with a message to deliver. Then the display can follow.

9. The Oakdale Ad—For several years we have noted the wonderful page and two page advertisements of Oak Dale Farms of Austin, Minn. This farm has been in business for quite a few years but several years ago it bought the entire flock of Dan Young who had "swept the boards clean" at Madison Square Garden and wherever displayed. Backed by their own splendid resources Oak Dale immediately launched an advertising campaign that has "brought home the bacon."

10. Human Interest—Note the advertisement here illustrated. It occupied a whole page but was reduced for our purpose. Oak Dale advertising carries the human interest element and puts the message up to you so convincingly that you want their birds if you want Leghorns. They have convinced you that they deliver quality because of the Young strain, and half the battle is won. The advertising director of Oak Dale, therefore, endeavors to convince you that you should buy your foundation stock from them.

Are You Going to Stand Proudly in Front of the Winning Coops Next Winter

*Or are you going to hang dejectedly
around the pens of blasted hopes?*

This is the question that you must decide **right now**. This is the month of March—nature's season for hatching chicks is at hand, and in order to have them ready for the shows you must hatch now! Get busy! Order your

Hatching Eggs

right away from Oak Dale Farms, where you know they have the best

S. C. White Leghorns



in the world because of their record of winning the majority of the prizes at Madison Square Garden for twenty years. The fact that our Leghorns are the best in the world does not mean that our prices are beyond reason or beyond the ordinary man's pocket-book.

And remember the Oak Dale guarantee protects you—it is backed up by a responsible firm who do business in a business-like manner. We have hundreds of grand

Show Birds and Breeders

The Mark of Quality

that will improve any flock. A few cocks and hens from our yards will enable you to get higher prices for your hatching eggs and baby chicks.

Last year we told you that the poultry business would be booming now. It is! Today we tell you that it will continue to be good. If you did not prepare last year to share in this prosperity, get ready now "Never too late to mend." We will sell a limited number of

Baby Chicks

to those who order early. And many a winner at next season's shows will come from them.

If you have not already secured a copy of our handsome

Catalog and Mating List

sit down now and write for it. It tells why our birds are better and gives descriptions, prices, guarantee and much useful information.

Get On Our List of Satisfied Customers

Oak Dale Farms Box E, **Austin, Minn.**

Reduced in Size from a Page Ad.

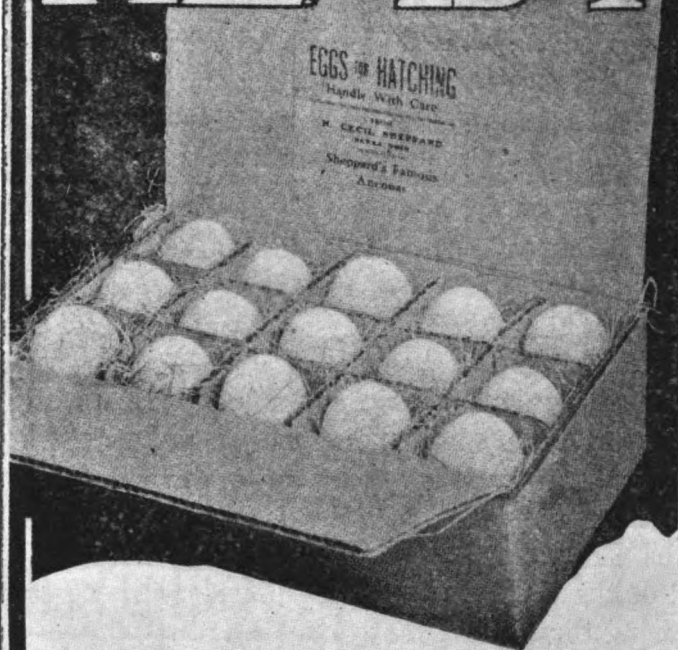
11. **A Slap in the Face**—What a wonderful heading this advertisement has. “Are you going to stand Proudly in Front of the Winning Coops Next Winter or are you going to hang dejectedly around the pens of blasted hopes.” And this is the question “you must decide right NOW” the advertisement says. Isn’t it inspiring? Doesn’t it arouse in you the desire to be among the winners? Then follows the announcement in large type that they sell hatching eggs, show birds and breeders and baby chicks. Catalog and mating list is offered you for the asking.

This is a splendid type of advertisement when large space is used but it would not do for small space as when you use small space the bare facts must be stated because of the limits in which you are presenting your message. The heading is too long and crowded for a smaller advertisement. An advertising plan of an entirely different nature is that of E. B. Thompson carried on in nearly every poultry magazine. For Mr. Thompson these advertisements are wonderful and they sell the goods but for the “little fellow,” on the other hand, they would be a failure because the “little fellow” does not have the show record of the “Ringlets” and therefore cannot be content with merely declaring them “The finest exhibiting matings in the world.” That bare statement of quality would not do for anyone who hasn’t the evidence to back it up as Mr. Thompson has by his show record. It is this show record that sells the Ringlets.

12. **Sheppard’s Advertisement**—Take the advertisement of H. Cecil Sheppard. He is using more space for the season 1920-21 than ever before and is doing a bigger business than ever before. Sheppard advertisements are clever. They are interesting and he has made a place for Anconas that is the wonder of the poultry world.

Look at the advertisement reproduced here. The compelling feature in this advertisement is the illustration which we believe is much better than some others used by Mr. Sheppard. Not only does it picture to you the beautiful white eggs but it unconsciously convinces you that the eggs will come to you in first class condition and the one word “ready” means that all that is necessary to get them is to send on to Mr. Sheppard.

READY



Even as I talk out this message, the orders for "Famous" Ancona hatching eggs are commencing to pour in from every quarter of America. Thousands of settings will go out this spring to people who have tested "Famous" Anconas and want more of them—want more of them direct from the world's leading Ancona farm.

And I will record orders from hundreds of new names—names of men and women who have heard of the "Famous" Ancona victories—of the amazing annual demonstrations of superiority at Madison Square Garden year after year—of the individual flock and egg laying records, orders from men and women who have studied up on Anconas and become convinced that they are the world's leading egg producers.

A word of warning! Hatching Eggs and Baby Chicks from my best pens are going first and fast! Ancona birds are fast workers—and you will have to be, if you avoid disappointment in getting your Hatching Eggs and Baby Chicks. They are ready now. Order from catalog today.



H. Cecil Sheppard

BOX A-412

BEREA, OHIO

President International Ancona Club.

13. The Conversational Advertisement—Mr. Sheppard's advertising is in a class by itself and is different from Oak Dale or Thompson's in this respect. Sheppard uses the conversational style just as if he was talking to you face to face. It is this intimate heart-to-heart talks of Mr. Sheppard, backed up by actual performance, that has made his advertising so wonderfully successful.

Note the trade mark of Mr. Sheppard's face above an Ancona hen. This is used in every advertisement, no matter how small in size and on all his literature. It has become synonymous with quality Anconas. This trade mark built up through many years of advertising is a valuable asset to Mr. Sheppard. It would be a calamity to leave it off an advertisement.

Now we will consider some smaller advertisements, such as we will be interested in at the beginning of our advertising career, which will prove that large advertisements are not the only kind that can build a comfortable and substantial business.



MAPLESIDE
BRED-
TO-LAY

Barred P. Rocks

Have been trap-nested the past 12 years without missing a single day. Our records up to 290 were produced without artificial light, forcing foods, condiments or any other impractical methods.

Eggs for Hatching and Day-Old Chicks.
By parcel post or express, prepaid.

CIRCULAR FREE

O. F. MITTENDORFF
Box F Lincoln, Ill.

14. Mittendorf's Advertisement—Refer to the advertisement of O. F. Mittendorf of Lincoln, Ill. This size space has been used by Mr. Mittendorf for many years and has built for him a splendid business. The Barred Plymouth Rock hen in the nest and the "290 eggs in one year" are convincing in themselves. They tell the story of many a man's desires. But he goes a little farther and says his strain is Bred-to-Lay and that they have been trap-nested for twelve years without missing a single day. That convinces the man who wants high egg yield that Mittendorf's birds will turn the trick. And they have. He has said that he would not trade his chicken business for the best retail business in the city of Lincoln, a city of some 15000 people and Mr. Mittendorf himself was once a merchant in Lincoln.

The feature about Mr. Mittendorf's advertisements is that, month by month, they are accumulating good will and business for him. The hen on the nest has not been changed for many years, and it should not be. This in itself is evidence, so strong that it is convincing, that trade mark value increases each year. Mittendorf's small ads are splendid examples of what can be done in a space no bigger than two columns wide by two inches deep which is the size of most of them. The illustration has become a valuable trade mark.

PARKER'S PARTRIDGE ROCKS		We have mated two wonderful pens for the coming season, consisting of the above winners and especially selected hens and pullets. Eggs for hatching \$10 per setting of 15. Our Utility matings are exceptionally fine. Eggs for hatching \$3 per setting of 15. We have a few very fine cockerels left at \$10 and \$15. Order direct from this ad. All birds shipped on Money back guarantee if not absolutely satisfied. 90% fertility guaranteed in hatching eggs.
at the St. Louis Coliseum Show		
December, 1919—January, 1920		
—WON—		
3rd Cock 2nd Hen	1st Cockerel 1st Pullet	
1st Old Pen 2nd Young Pen		
Dr. E. H. Parker		Gillespie, Illinois

15. **Dr. Parker' Advertisement**—The reproduced advertisement of Dr. Parker of Gillespie, Illinois, is a good example of the all type advertisement. This is a double barrelled advertisement; a display ad and a descriptive ad all in one. This advertisement shows that it is not always necessary to have a cut or illustration to make a good advertisement. In the first half of the space is the display so that those who run may read. If they are stopped by the display there is the descriptive and intimate matter on the right hand side of the advertisement all of which gives you much information in small space and tends to create confidence in the reader that Dr. Parker is competent to breed quality Partridge Rocks.

16. Sprecher Brothers' Advertisement—Next let us study a single column illustrated advertisement. The one used by Sprecher



Brothers is a good example. The art work in this advertisement makes it worth many times what it would be if set in type alone. It means that for the size of the space more descriptive matter may be used. The "cut" takes the place of heavy display lines, which cannot usually be used in an ad so small as this. The illustrated border attracts your attention and when the eye is once caught by it the type matter will be read if you are interested in Leghorns.

And it is not as expensive as one may think to use a border design of this nature. The only extra cost is for the original drawing and the etching which can be used for months or years afterward and in time becomes as valuable as a trade mark. We would call this a trade mark border design. This feature will be taken up in more detail in the lessons on the value of art in advertising.

17. An Advertising Asset—Membership in your local poultry association is of considerable importance. Take an active part in its affairs and boost for standard-bred poultry in your locality. When a community becomes known as an up-to-date poultry center all the breeders there benefit.

If you would achieve a considerable success it is important that you become a member of your own state association, your specialty club, and also the American Poultry Association. Local and state organizations require only a small fee as also do the specialty clubs. You should be a member of the club the object of which is to boost your breed.

The advertising value to you, if you become active in any or all of these associations, is incalculable. Study to be of service and add your might to the advancement of the fancy and you will soon become recognized as a live wire in the poultry industry.

Hobnobbing with your fellow breeders will give you an opportunity of acquaintanceship that will grow into good will and will be a valuable advertising asset. Join the associations, possibly starting with your local one. Then as you progress in your endeavor join the others. Be active, advertise yourself and your breed day in and day out, hustle and you are taking the right road.

QUESTIONS

Lesson No. 4

- (1) (a) How must your advertising be backed up? Why should you study the Standard of Perfection?
- (2) Why must poultry advertising be truthful?
- (3) (a) What is "Attention Value"? (b) What attracts your attention to an advertisement?
- (4) Name the classes of breeders from an Advertising standpoint?
- (5) Why can the specialist offer superior quality?
- (6) Define the word "display" as used in Advertising.
- (7) What must you do when the advertisement finds a prospect?
- (8) Why does page space dominate?
- (9) Rearrange the Oak Dale ad to go into a two column space.
- (10-11) (a) What is the strong feature in the Oak Dale ad. (b) The weak feature?
- (12-13) What kind of advertising copy does Sheppard use?
- (14) Name the strong features of the Mittendorf ad.
- (15) Tell how an all type ad can be made attractive.
- (16) What is the value of a trade mark border design?
- (17) Why are memberships in poultry associations valuable to you?

Lesson No. 5

Classified Advertising

1. When to Use Classified Ads—The small classified or “want ad” as it is often locally called, opens up the best avenue of publicity for the beginner and small breeder at little outlay in cost as compared with the average results obtained. However, the writing of classified advertisements is quite a science in order to secure the very best results. It has been said by high advertising authority that 90 per cent of the value of an advertisement is the way the advertisement is written.

To be a successful advertiser in the classified section of the poultry journals and your own local newspapers doesn't always require that you have won premiums at poultry shows. In fact the classified sections of the proper publications should be used from the very start in order to acquaint the public with your name and your breed, which, in turn, lends confidence in you and opens up a wider field as your facilities grow for supplying the demand for your stock.

2. Make Your Ad Ring True—The strong appeal of the classified ad is the reasonable price at which eggs or stock are sold. Especially so, if you have a strain of birds from the pens of a well known breeder as this is, possibly, your best selling argument. Eggs that sell from \$1.50 to \$5.00 per setting can be advertised profitably as a rule in the classified section. When you reach the \$5.00 class you are then about ready to take up small display advertising.

The classified advertisement should have the human appeal—in other words it should be a frank statement of just what you have to offer, with the ring of truth to it, worded carefully, briefly, and to the point. Such advertising will surely produce results.

One of the best ways to learn how to write a good classified advertisement is to study the classified pages of the leading poultry magazines. You can judge for yourself which advertisements appeal to you and why. Then you may put it down that if you are an

average human being, that your fellow fanciers average up the same way.

3. **Classified Ad Analysis**—Below are quoted several classified advertisements which are considered good ones from a selling standpoint and we shall take them up for discussion and analysis, one by one, for your further enlightenment.

—A—
"BARRON STRAIN" Single Comb White Leghorns—Recorded layers. Cockerels, \$5. Eggs from tested layers, 15, \$5, postpaid. 1920 average per hen, 185 each. B. T. Bosserman, Williamstown, O.

—C—
LARGE WHITE WYANDOTTES—FREE range, direct from Illinois State Show premium winners. Beauty and utility combined. Cockerels, \$5; pullets, \$3; satisfaction guaranteed. Lyle Thomas, Lewistown, Illinois.

—B—
200 TO 255 EGG BRED-TO-LAY Barred Rocks—Trap-nested every day for eleven years for Standard quality and high production. Selected cockerels, March and April hatched, from hens with records 208 to 255, \$7.50, \$10, \$12.50, \$15, \$20 each. Shipped subject to approval. Booking orders for hatching eggs. John C. Lebrecht, Box 145A, West Albany, N. Y.

—D—
BARRED ROCKS, RINGLET STRAIN, 100 choice cockerels for sale, all barred clear to the hide, with good, distinct, narrow ringle barring; price, \$5 each; eggs, \$5 per 15, or \$9 per 30, from best hens; all stock guaranteed as represented; if not can be returned at our expense. Ed Martin, Oconomowoc, Wis.

4. **Studying Examples**—Take Advertisement (A) for instance. This, we consider a good advertisement, not only showing that the birds are "Barron strain" but that they are recorded layers. It offers stock for sale as well as setting eggs from tested layers and gives the 1920 average number of eggs per hen. Direct orders will be received from this ad.

Now refer to Ad (B). This is an advertisement of high record Bred-to-Lay Plymouth Rocks. The fact these birds have been trap-nested every day for 11 years is convincing evidence that the breeder knows what he is talking about. This advertisement will sell cockerels, in many instances, without additional correspondence but it will not sell hatching eggs so readily, because the price of eggs is not given. The offer to ship subject to approval is a strong point which lends confidence that the breeder means what he says and is willing to back it up by sending the birds on to you.

Ad (C) is of a different nature. These White Wyandottes are free range birds direct from the Illinois State Fair Show Premium Winners. The fact that you can buy a cockrel for \$5.00 or a pullet for \$3.00 of the quality that these birds appear to be, would seem that Mr. Thomas would soon sell out his surplus stock.

Ad (D) tells us that Mr. Martin's Barred Rocks are really barred. In fact, he says they are barred clear to the hide which is really under-

standable language. And then too, you have no fear in ordering from a man who declares that all stock is guaranteed as represented and if not it can be returned at his expense. The prices are very reasonable for the apparent quality of the stock advertised and we would say that Mr. Martin will sell a good many of his birds direct from this advertisement.

5. Re-Write Your Ad—There are many other features in classified ads that you should study and the best way to do this is to carefully examine the classified advertisements of other breeders, not only in your own but in other varieties as well.

The first words of your classified ad should be clear and to the point. Say something of importance. You are limited for space and you must make every word count. After you have written your advertisement, rewrite it, eliminating as many words as you can and then go over it again and do the same thing. You will be surprised how much more forceful your ad appears even in less words than the first one you wrote.

We want you to write two or three classified ads following the plan we have stated above and send them to us for our criticism. These ads should range in size from about 4 lines up to 10 lines in space.

6. Six Words to a Line—Bear in mind that on an average of 6 words in 6 point type, which is the size of the type used in most classified pages, is as much as you will dare to use. Therefore, 30 words will make about 5 lines, and so on. These matters however, will be taken up in detail in following lessons after you become acquainted with and understand the different advertising and publishing terms which also will be studied in a future lesson.

As an illustration of the way in which poultry journals describe their classified advertising, the following at the head of the Inland Poultry Journal's classified section will supply such information.

7. "Breeders' Classified Cards"—Classified ads bring business at a minimum cost. For the breeder who has a limited amount of stock, eggs for hatching or baby chicks for sale, they cannot be excelled. Rate is ten cents per word for one month; eight cents per word per month for three months or longer. Any number of words may be used

in the ad, but no ad accepted for less than \$1.00. All ads are payable in advance and must contain the name of the breed, variety and article offered for sale for us to assume the responsibility of correct classification. All ads will be set in uniform style and without display and classified under proper heading. When ad contains more than one breed or variety, classification will be under "Miscellaneous." Count the words carefully to avoid delay. Initials, figures, names and words in address count the same as words. All copy must be in our care by the fifteenth of the month preceding the date of issue. You will receive each month's copy of the Journal containing your Advertisement."

Advertising rates on both display advertising and classified and other advertising information will be furnished you when you come to the lesson on "Contracting for Space."

QUESTIONS

Lesson No. 5.

- (1) What makes classified so popular?
- (2) (a) What is the strong appeal in classified Advertisements?
(b) What kind of classified brings results?
- (3) Analyze the advertisements quoted and all others in your breed class.
- (4) Rewrite ads A. B. C. and D., endeavoring to improve them (the same words need not be used except words of fact).
- (5) Write two classified ads such as you would like to use yourself.
- (6) An average of how many words make a line in 6-point type?
- (7) How does the Inland Poultry Journal estimate cost of classified advertising?

Lesson No. 6

Publication Advertising and Printing Terms Explained

1. **The Printer's Language**—A few simple terms used in the preparation and insertion of advertisements are given below in order that those who are not familiar with them will be better prepared to readily grasp what is required in advertising preparation. These are set forth as questions and answers and you should make yourself familiar with them, as one must understand the language of the printing office to successfully write advertisements.

WHAT IS A POINT IN TYPE?—

A point in type is the smallest fraction of measurement and is 1-72 of an inch. About the smallest type we will have to deal with is agate which is the standard of measurement for newspaper and magazine advertising space.

WHAT IS A PICA "EM" IN TYPE?—

A pica "em" in type is one-sixth of an inch and is the basis of measurement for the width of type space. Most poultry journals have columns 13 ems wide which is 2 1-16 inches.

WHAT IS AN "EN" IN TYPE?—

An "en" in type is one-half the size of an "em"; there being twelve pica "ens" to the inch. An ordinary space between sentences represents an "en" in the ordinary reading size of type; an "em" represents the width of a paragraph indentation.

WHAT IS A LINE AS APPLIED TO MEASUREMENT OF ADVERTISING SPACE?—

A line of type for the purpose of measuring the depth of an advertisement is a size of type known as agate, smaller than 6-point by about half a point. There are fourteen of these lines to the inch. So, when space is measured by the line it means one line of agate or one-fourteenth of an inch, one column wide. To arrive at the rate of

an inch multiply the rate per line by fourteen. For instance, if the rate is 50 cents per line it means that a space one inch deep and one column wide costs \$7.

WHAT IS A COLUMN?—

A column of space is the width of the type space between the column rules of reading matter. The width of the reading matter determines, in most instances, the width of the advertising columns.

WHAT IS A COLUMN RULE?—

A column rule is the rule separating a column of type from the adjoining column of type.

WHAT IS A CUT-OFF RULE?—

A cut-off rule is a double rule with one face heavier than the other usually used to separate advertisements from each other, or at the end of a column of reading matter when the column is broken.

WHAT IS A BORDER RULE?—

A border rule is a rule of various sizes and designs to be used to inclose an advertisement.

WHAT IS A ZINC ETCHING?—

A zinc etching is a zinc plate made by the engraving process from a pen drawing or a print. These are excellent for border layouts and if properly used give satisfactory results. Specify the use for which the cut is wanted and the engraver will make it accordingly.

WHAT IS A HALF-TONE?—

A half-tone cut is one made by photographic process and is for finer work than a zinc etching. These are usually reproductions of photographs (preferably retouched) and the screen which determines the fineness of the cut should be made especially for the kind of paper on which it is to be printed. For ordinary newspaper use what is known as 65 to 86-line screen is best; for fine catalogues and for circulars printed on coated paper the screen should be around 150 to 175-line or even finer. The engraver will better advise you on individual cuts or refer to Chart No. 4.

WHAT IS AN ELECTROTYPE?—

An electrotpe is a duplicate of an original cut. The electrotpe is usually not as satisfactory as the original, but where several publications are to be used it is cheaper to have electrotypes made than it is to have all originals.

WHAT IS A MATRIX?—

A matrix is a process of making impressions in certain prepared and built up cardboards when damp and then dried under steam and pressure. A matrix is made from an original cut and is quite generally used, especially for newspaper illustrating. The "cut" made from a matrix is done by pouring hot metal on it while locked in a machine for this purpose. This cut is called a stereotype.

WHAT IS A NAME PLATE?—

A name plate is a distinctive design of your name or firm name, usually including address and often a slogan. Name plates are first drawn by an artist and to be satisfactory you should give the artist an idea of what you want. These are produced by the same method used in making zinc etchings and in fact is usually a zinc etching.

WHAT IS A TRADE MARK?—

A trade mark is a distinctive design featuring your business or some product and the more you use it the more valuable it becomes. A trademark can be registered in the patent office at Washington.

WHAT IS A SLOGAN?—

A slogan is a catchy phrase or line, the fewer the words the better, emphasizing a particular feature or important fact of your business, such as strain name of your birds and the like.

SOME MACHINERY NOMENCLATURE**WHAT IS A STEAM TABLE?—**

A steam table is a machine for making matrices from type or cuts.

WHAT IS A CASTING BOX?—

A casting box is a machine in which a matrix is inserted and molten type metal is poured to make a plate. These may be flat, semi-circular or circular, according to the kind of printing press to be used.

WHAT IS A PLATEN PRESS?—

A platen press is the ordinary job press on which the printing is made by a direct squeeze against the platen.

WHAT IS A ROTARY OR WEBB PRESS?—

A web or rotary press is one on which fast editions, not only of newspapers but also high-class publications, are printed direct from a roll of paper.

WHAT IS AN AUTOMATIC PRESS?—

An automatic press is one which automatically feeds the paper and prints very rapidly.

WHAT IS A PROOF PRESS?—

A proof press is a small hand press used for “pulling” proofs.

WHAT IS A CHASE?—

A chase is a steel frame in which the type is locked for the press.

WHAT IS A QUOIN?—

A quoin is a metal wedge used to lock the type in a form.

WHAT IS A SLUG?—

A slug is a strip of metal four to six points thick and is used to separate lines of type.

WHAT IS A LEAD?—

A lead is a strip of metal, one to two points thick used to enlarge the white space between lines of type and in justifying forms which means making every part fit.

WHAT IS THE PRINTER'S DEVIL?—

The boy of all-jobs around the printing office and who may be sent after a “left-handed monkey-wrench.”

Lastly, we want to ask you whether you have ever seen "type lice." If not ask your printer to show you. But you must be brave enough to stand a joke.

PRINTING AND ADVERTISING TERMS AND ABBREVIATIONS

Ad. or Adv.—Advertisement.

Advertising—The means or method of attracting attention to a certain proposition to sell goods, service or good-will.

Advertising Agent—One who places advertising, acting as a middleman between the advertiser and the advertising medium, and for compensation receiving a commission from the publisher.

Bimonthly—A publication issued every two months.

Biweekly—A publication issued every two weeks.

Body Type—The face of type generally used for reading matter in books or periodicals.

Bold Face—A style of type which is heavier than ordinary body type; the headings of these definitions are set in bold face.

Bond Paper—Especially adapted for business correspondence for use of ink or typewriter.

Booklet—A small book or pamphlet.

Book Paper—A general term applied to the size and quality of paper used in book making to distinguish it from news paper. Book paper comes in various sizes and quality and weight.

Broadside—Large printed page on one side of a sheet of paper.

Capitals—The large letters in a font of type.

Caps—Capital letters.

Caps and Small Caps—Abbreviated form used by printers.

Caption—The heading of a chapter, section or a page.

Catch Line—Usually meaning strong bold head lines.

Chase—The metal frame to hold type while being printed.

Coated Paper—Paper with a very fine hard finish used for half-tone and high grade work, such as color-plate printing in other colors than black.

Composing—Type setting.

Composing Rule—A rule used by a printer in composing hand type.

Composing Stick—A 3-sided tray in which type is set or composed in words and lines.

Compositor—One who sets type.

Condensed Type—Type which is thin in comparison to its height.

Copy—Advertising material in the form it is given to the publisher.

Display—The selecting and laying out of type lines so as to produce pleasing results. Large sizes of type and ornamental type are called display type.

Double Leaded—Type with two leads or strips of metal each 2-point thick, making more white space between lines.

Dummy—A layout of any job of printing used to show the printer the quality of paper, size, weight and the like desired. A dummy is usually made of blank paper.

Electrotype—A copper colored duplicate of type or type matter made type high with wood or metal bottom.

Extended Type—Type that is extended or broad in proportion to its height.

Fly Leaf—A blank leaf at the beginning or end of a book.

Folio—Half a sheet of book paper folded into two leaves (four pages); it is also applied to the running number of pages in a book.

Follow Copy—This means that the copy must be followed exactly or closely as possible.

Form—Type, engravings, plates and the like arranged in pages for printing.

Furniture—Strips or blocks of wood or metal used to fill in large blank spaces in a printing form.

Galley—A brass or other metal tray with 3 raised sides used for holding type when composed.

Hanging Indention—Where the lines are “set in” an em or more beyond the first line.

Headline—The caption of the head of an ad or a page.

Imposing Stone—The stone on which the compositors impose or arrange type forms.

Imprint—The name of the printer or publisher placed on jobs or title pages.

Indention—The space placed at the commencement of a line such as a paragraph.

Insertion—In publication work one insertion means to publish the advertisement once, two insertions means to publish twice and the like.

Keep Standing—Type held for future use or reprint.

L. C.—Lower case.

Leaded Matter—Type that has leads between the lines.

Leaders—Dots or hyphens placed at intervals of one or more ems in length to guide the eye across the line.

Leads—Thin strips of metal of various thicknesses used to separate lines of type.

Locking Up—Tightening up a form by means of quoins.

Lower Case—Small letters of type.

Making Ready—The operation of getting forms ready for printing.

Matter—Type that has been set. Designated as live matter, standing matter, or dead matter.

Mortise—A space cut away, as in the body matter of an engraving or block, to allow an insertion of type or additional cuts.

Nonpareil—6-point type, often used for the reading matter in large daily papers and some poultry publications.

Offset—Where ink from printed form smears on the back of the sheet on top of it.

Old Style—Type made in imitation of the old Roman letters used in the beginning of the century.

Out—An omission marked in proof by the reader.

Pica—12-point type; twice the size of nonpareil; 6 lines set solid make an inch.

Pick-Up—Standing matter that comes into use again and is counted as new matter.

Plates—Electrotypes, stereotypes, or process engravings.

Point System—A new modern method of type measurement, 72 points making an inch.

Position—A specified location in a publication.

Proof—A printed sheet showing condition of matter in type for correction or O. K.

Quarto—Having 4 leaves or 8 pages to a sheet.

Quire—24 sheets of paper.

Quoins—Small wedges for locking up a printed form.

Quoted Matter—Extracts and quotations placed between inverted commas.

Ream—20 quires of paper. With printers a ream is understood to mean 500 sheets.

Reprint—A second or new edition of any printed work.

Revise—A proof for revision when the first proof is badly marked up.

Rule Borders—A frame usually of brass rule, but in the modern office also cast on the linotype, to be set around a page or mass of type.

Semi-Monthly—A publication issued twice a month.

Semi-Weekly—A publication issued twice a week.

Small Capitals—Letters have the same form as capitals but smaller in size.

Solid Matter—Type without leads between the lines.

Spaces—Blank type not type-high used to separate one word from another.

Standing Matter—Set-up type to be printed from again.

Stereotype—Printing plates made by pouring type metal into a matrix, usually used in publication offices.

Stone—A table of stone or iron on which type is imposed or made ready for printing.

Subheads—Words or expressions placed above or at the beginning of chapters, sections or paragraphs.

T. F.—Until forbidden.

TR.—Transpose.

Type High—Anything the height of type.

Upper Case—The case containing the capital and small capital letters.

Wrong Font—A type that belongs to some other font than that in which it is found. Abbreviated, w.f.

QUESTIONS

Lesson No. 6

Answer the questions in the first part of this lesson to your own satisfaction. Turn to the first question, then take your eye from the page, and give the answer and so on.

Lesson No. 7

Supplementary to Ad-Chart No, 1

Study the ad-charts in each instance in connection with the lesson. The ad-charts are a part of the lessons.

1. Length of Sentences—Experienced writers average about the same number of words to a sentence throughout their productions. In a test made of "Macaulay's History of England," it was seen that the author used on the average of $23\frac{1}{2}$ words per sentence and that there were about 34 simple sentences to every 100 sentences. The simpler the sentence the more clear is your presentation. Long sentences are tiresome and it is difficult for the reader to follow them unless well constructed. We had better stay away from long sentences. Examples of the best prose writers of today show that about 25 words produce the best conditions for holding the reader's attention. Of course, this does not mean that every sentence should have just so many words, but it is a caution that you should well take into consideration.

You must remember that an advertisement will not claim more than a few moments of the reader's time and, therefore, what you do say wants to be the best that you can set forth. Remember that you must cater to the eye in building your advertisement because it is the eye that carries the impression to the brain. If you fail to please the eye you will suffer from the fact that the eye will not linger long upon your message. Remember the eye is constantly on the alert and when it mirrors something that interests the brain the brain compels it to transmit the message until satisfied.

2. Use Simple Language—If the length of the lines in your advertisement are long and tedious and hard to follow from beginning to end, without effort, the eye will pass on to an advertisement that is more agreeable to it. Make your advertisement as simple and interesting as possible. It is well to caution the beginner that in making the layout of an advertisement he should not attempt to indicate

the size of type in which each part of the ad is to be set. One cannot do this successfully unless he has a thorough knowledge of type. At the start you should indicate the sizes desired for the heading and principle display lines, leaving the size for the other parts to be determined by the compositor. After you have become familiar with types, measurements, proportions and results, you can select the sizes for the entire ad. If you will study the Ad-Charts carefully and put them into practice you will have no difficulty in arranging the simple layout that will be required in poultry advertising.

Remember that type is divided into two classes. "Body type" is used in setting the body or reading portion of the advertisement and the like and the "display type" is used for sub-heads and "catch lines" that are to be made strikingly prominent.

Another feature that you should be careful about is not to get too many kinds of type in your advertisement. The fact is the best advertisements are made by using one family of type throughout.

3. On Ad-Chart No. 1—We will now make a study of the ad-charts which are the tools used in advertising layout. These lessons are the key to the Ad-Charts. The letters in parenthesis refer to the same topic on the ad-charts. We will now refer to Chart No. 1.

Study the rule for estimating type for given space. This explains the point system which is very important in determining the size of type to be used in your advertisements, catalogs, circulars and the like.

4. The Pica Rule—(A) This is known as a pica rule and is the printer's way of measuring. They always refer to size of space by so many picas, the complete phrase is "pica em." A pica em is one-sixth of an inch wide, there being 6 picas to the inch. Therefore, when you designate 13 picas it means 2 1-6 inches which is the usual width of a column in the poultry journals. While ems and ens vary in size according to the size of type when one speaks of an "em" it usually means a pica "em" or one-sixth of an inch. An "en" is one-half the size of an "em." In other words, a pica is 12 points, being the unit of type measurement. Therefore 6-point type is one-half the size of the pica.

5. The Agate Rule—(B) On the opposite side of chart No. 1 is the agate rule. The agate line is the basis of measurement for length of newspaper and magazine space. While the poultry journals quote by the line they often quote by the inch for convenience, which is the rate per line multiplied by 14, there being 14 agate lines to the inch. The reason for this is that the ordinary poultry advertiser will understand a quotation by inches where he would not by lines.

Magazine advertising is nearly always quoted by the line rate and the big publications always quote by the line rate, such as *The Country Gentleman* and other large farm papers. For instance if the rate is 50c per line, you will know that agate is meant and by multiplying 50c by 14 you will get the rate per inch which is \$7.00. Do not confuse the line as used for measurement with the line of ordinary newspaper type. The agate line is smaller in size than 6-point type which in turn is 2 points smaller than the 8-point type, usually used in newspapers and the reading articles in the poultry magazines.

6. Estimating Body Type—(C) The table for estimating type-written copy will be found handy for those who use the typewriter. It will show the amount of type of a certain size that will go on a certain line of the typewriter. However, the opposite table (D) will be more useful for us. This table gives you the number of words that will go into a square inch of type from 6-point to 12-point, leaded and solid. Solid type is where the shoulder or base of the type fits close together. Leaded type is where a 2-point lead is placed between the lines giving a larger amount of white space.

To show you the exact size of this body type, refer to ad-chart No. 3 under the heading "reading type." It shows the difference between solid and leaded type and the difference in size between the different points. Also refer to the advertisements in your poultry journals and compare the reading or body matter of the ad with the type here illustrated and you will quickly see what size to use and therefore, know just how many words will be needed.

7. Laying Out Your Advertisement—You should have definite ideas as to how you want your advertisement to look. You can lay out instructions so that you will get just what you desire but you

must make use of a few simple formulas, which to some may seem to belong to the realm of the unknown, but which indeed are easily mastered. We refer to the simple process of laying out your advertisement. If you go on further than to draw out the border lines, insert the "catch" lines of the ad and indicate where the descriptive or body type is to go, you have a very good idea, before hand, how your advertisement will look in print.

Remember type cannot be squeezed and be sure you haven't too many words or letters to go into a given space. Now, to the building of your advertisement. The first thing of importance is to determine what are the selling points. The chief of the selling points should be used for the "catch line." Above all things, it must be the pith of the entire argument in a very few words or something suggesting the point you want to convey. Avoid funny and slangy phrases or anything that will belittle your message. Simplicity and dignity are cardinal principles that must be constantly maintained to get the best results.

8. What to Put in Your Layout—On your ad layout only show the heading, display line, signature and the place for the argument or description. The argument or description which is the body of the advertisement should be written on a separate sheet of paper and each paragraph numbered with an initial letter of the alphabet, preferably in red ink or pencil. The corresponding place on the layout should be numbered with the same letter showing the type setter at a glance the position the copy is to take. The reason for writing this copy on a separate sheet is because of the practice followed in setting the advertisement in the composing room, and in the next place you cannot write enough words in the actual space where small type goes. The display lines are taken by a printer to a case and set while the body matter is handed to a linotype man or a compositor to be set on the machine or by hand, which is not often done now with the general use of the modern Mergenthaler Linotypes, one of which will do the work of several compositors. The compositor who sets the headlines as a rule arranges the border and when the body matter is set it is returned to him, put in its proper place and the advertisement is completed, a proof "pulled" and sent to the advertiser for his corrections and O. K.

Since many publications make a charge for composition and an extra charge for revisions and corrections, other than mistakes made in setting the original copy, it is imperative from economy's standpoint to have the advertisement right in the beginning. The layout, with careful preparation of copy, assures you an advertisement as high class as the ability you put into it because you do not leave the typography to the whims and ideas of the ad-setter.

9. Importance of Copy—Don't forget the importance of the ad copy from a selling standpoint. A high authority has said that 90% of the value of an advertisement is the copy that goes into it.

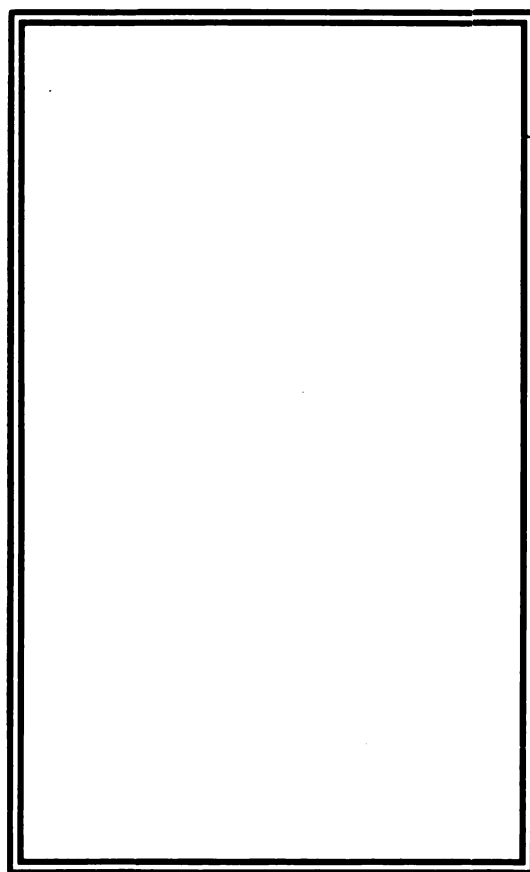
It is inconceivable when \$20 or \$30 or \$50 and more is paid for a single advertisement even of moderate size that so little care and attention is given to the preparation of such copy as will produce results and sell your product.

Don't forget that the proper use of white space makes your advertisement much more effective. It is more inviting to the eye and is read with more ease. People in this age of rapid living are not given to reading long dissertations unless it happens to be upon a subject in which they are intensely interested. That is why even poor copy in the poultry business will bring some results and that is the reason why real selling copy will produce much larger returns. Some of the advertising that gets by in the poultry industry because of the prospect's intense interest in the subject would be a total failure in other lines of business.

It is more satisfactory if you will mark the approximate size of the type to be used on your layout but if this is not done the printer will know the relative size to use according to the arrangement you have designated in your layout. Therefore, it is not obligatory to mark the size of the type to be used. The amount of your copy and the relative size of the display lines will give you satisfactory results. A study of the ad-charts which are a part of this lesson and the three to follow will give you an idea of the relative size of type faces.

10. Determining the Size of Advertisement—In laying out ads remember that a more pleasing and better display can be accomplished in an advertisement the size of which is longer than it is wide. For instance, if you are going to use five inches, a five inch

single column ad is more attractive than if set 2 columns by $2\frac{1}{2}$ inches. In a like manner a three column advertisement really should not be less than 7 inches deep and the full 2 columns of a poultry journal are better than two-thirds of a page crosswise. The reason for this arrangement of the layout is that an advertisement that takes up more than half the length of the page stands a better



The true "Golden Section" or oblong. This figure is the most agreeable proportion for an advertisement that is not a square.

chance of getting good position because another ad cannot be placed on top of it. An ad 2 columns wide by $7\frac{1}{2}$ or 8 inches deep almost dominates a poultry journal page, only a few small ads at most can be placed on that page and the remainder of the space is used for news reading matter.

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Position has a great deal to do with the effectiveness of your advertisement and by arranging the style of your advertisement as relative to size, you can make your own position as the ad cannot be placed in the page in any manner but what it will be the dominating object of that page.

11. Your Advertising Workshop—It is important that you arrange to handle your advertising work with the least possible effort and exertion. If you don't do this, you are more than likely to neglect it and it is one of the last things that should be neglected.

Whenever you are preparing a selling catalog ask your printer for a dummy and he will gladly furnish it to you. A dummy is a blank booklet of the size and quality of paper that you are expecting to use in your catalog. When you have this dummy, you can arrange the reading matter and cuts to fit the pages to the best advantage.

You should keep on file (and a cheap letter file will answer for this purpose) every poultry catalog and piece of literature that will help you make more effective selling pieces. Clip from the newspapers and magazines such advertisements and ideas as may be valuable to you later in your advertising work. This sort of material is called your "morgue" and will be a fund of information when you are actually in need of ideas not only in layout but in copy and argument. Whenever you meet with an idea that may help you in a tight place some time just file it away.

QUESTIONS

Lesson No. 7

- (1) (a) Why is it that long sentences are not as good as short ones? (b) What does the eye do?
- (2) Name two kinds of type used in Advertising.
- (3-4) (a) What is a pica rule? (b) How many pica ems make an inch? (c) How many picas wide is a column of your poultry journal?
- (5) (a) What is an agate line? (b) How many agate lines make an inch? (c) What is the cost of 140 agate lines at \$1.00 an inch?
- (6) (a) How many words in 6-point solid will go in a square inch of space? (b) How many in 8-point?; ten point? How many leaded?
- (7) (a) What is an ad-layout? (b) What is a catch line?; a selling point?
- (8) (a) What should you put in your layout? (b) Why should body type be written on a separate piece of paper?
- (9) What is the value of white space in an ad?
- (10) What is the most attractive shape of an advertisement?
- (11) (a) What is an advertising morgue? (b) What is its value?

Lesson No. 8

Supplementary to Ad-Chart No. 2

1. **A Study of Type**—The writer of advertisements should understand a few facts about type. One of the essential things about type is that an advertisement is intended to be read and must, therefore, be made readable. There are hundreds of type designs but there are only a few basic styles and these will answer for our purpose and will eliminate a great deal of confusion of a technical nature. There are two general styles of type used today—the Oldstyle and the Modern—both of these types are of Roman origin. We might as well eliminate the Oldstyle from our consideration because it is not adapted to poultry advertising and is not generally used by the poultry journals. Modern type for general purposes has taken the place of the Oldstyle, but remember that Modern type is an adaptation of the Roman Oldstyle. The difference is that the face of the Modern type is stronger and more rugged than the Oldstyle when printed.

2. **This Is 11-Point Modern Type**—The type used in printing these lessons is a Modern-Roman face of 11-point size. Another advantage of the Modern face is that it is regular in design and the letters are drawn to scale. Its contours are either straight lines or curves in appropriate relation.

In selecting a type, for advertising purposes, care should be taken to have the display and body type of the same general character. This gives the piece a more inviting appearance to the eye and is easier read.

Refer to Ad-Chart No. 2, which shows you a number of type styles on the face of the chart with still others on the reverse side of the chart. The different kinds of type here shown will usually be found in all offices printing poultry publications.

Referring to ("E") on Ad-Chart No. 2, we wish to call your attention to the fact that the first word, or the words in capital letters, are the names of the type they illustrate. Following the capital letters are lower case letters or small letters of the same type face. You will note that the type styles are shown on the front of the chart in 24-point size, with a rule based on the point system, showing how many letters will go in the same space in different sizes of type. You must note that the column measurement above type styles is $12\frac{1}{2}$ ems. This was done because of the use these charts are to newspaper advertising men and that is the width of a great majority of present-day newspapers, while the measurement of the column width of poultry journals is usually 13 ems or $\frac{1}{2}$ em wider than newspaper columns.

3. Use the Right Type—Compare the type styles here with the type styles and comparative sizes used in the advertisements in your poultry journal. The size of the space determines approximately the size of the type that should be used. Large heavy type cannot be used profitably in small space and therefore, it is important to study the relative sizes of type in order to have your advertisement or your printed matter in harmony with the space you are using.

Type is the principle vehicle of communication between the advertiser and the public. Type is to the advertisement what your birds are to the show room, it attracts or repels according as the display is in good or bad taste.

A type face to be good, must be easy to read. No concession that will interfere with ease of reading can properly be allowed either to beauty or to mechanical adaptability. Therefore, let us say again, that to get the most out of your printing, this question of type faces should have careful and studious attention.

4. Plain Type Is the Best—Legibility is enhanced when the shapes of the letters are seen to be distinct, one from the other—so that one may tell an "e" from a "c" without added effort. Obscurity is the penalty of forcing the characters to fit too closely together, which in some types is done to conserve space. Legibility again is aided by a good balance between the weight of the thick lines and the thin lines. A certain amount of contrast is desirable to avoid

monotony but on the other hand too great contrast produces a confusing effect.

Not all printers will have the types here shown under the same names. But all printers and publishers of any consequence will have types similar to these, although they may be known by different names.

5. Rules and Borders—(F). These are standard brass rules used in all printing offices. Therefore, you should note the relative thickness of the different sizes. Select your rules with care, if you wish to designate the kind to be used, as the character of the type used will determine the thickness of the rule that would best make the whole harmonize.

(G). Most printing offices now have the modern Linotype machine. This machine not only casts type but it casts rules and many very pretty linotype borders may be used, especially in publication advertising. The styles carried by each printer, however, may vary and it would be well to determine the styles your local printer has on hand. You will be helped by studying the style of borders used in the advertisements of the poultry journal in which you desire to insert your advertisement.

(H). You should know how to use the proof reading marks in proof reading. This will often come in handy. When the proof of your advertisement or catalog or whatever it may be comes to you, it will be easy to correct it the way you want it corrected and when it goes back to the printer, he will know by your marks what you want. Familiarize yourself with the more important proof reading marks. Corrections and alterations on the proof should be marked in the margin and never in the body of the advertisement. A line should be drawn from the error to the margin where the proper correction mark should be used. Read the last two sentences again and remember the advice.

QUESTIONS

Lesson No. 8.

- (1) (a) What is the difference between Oldstyle and Modern type? (b) Which is the most desirable face?
- (2) What is the kind and size of type used in printing these lessons?
- (3) What is the requisite of a good type face?
- (4) What kind of type is the best for advertisements?
- (5) (a) Practice reading proof using the correct proof reading mark. (b) Where should the proof marks be placed?

Lesson No. 9

Supplementary to Ad-Chart No. 3

1. **Type Sizes**—Ad-Chart No. 3 deals with type sizes so that you can arrive at the relative size of type needed in your advertisement, catalog or other selling literature. You will note under the display type faces that suggestions regarding the length of a line in certain sizes of type are given. This does not mean that larger size type cannot be used in such space but it does mean that type of the size illustrated should not be used in longer lines than those stated because of the difficulty encountered by the reader in following a long line of small type.

In poultry advertising type takes a very important part as well as in any other kind of advertising. The poultry advertisement must be adapted to the particular thing it is to do, the particular people it is to appeal to and the particular environment in which it is thrown. These considerations must be well taken into mind before it is possible to reach a definite style for the advertisement. The same thing that appeals to the fancier does not necessarily appeal to the man who is interested in the business in a commercial way such as commercial egg farms for instance. His interest is in high production. Poultry advertising is for the purpose of fixing in the prospect's mind the desirability of buying your product and every advertiser must determine for himself the plan of his campaign.

2. **Employ Individuality**—You must work as much individuality as possible into your advertising plan. If you are selling standard fancy fowls, the physical advertisement should suggest in a general way the quality of your offering. If it is designated to suggest the flowing lines of a beautiful bird for example, it should not be used to sell plows. This is a point that is quite often over-looked. An advertisement that suggests plows is not the best kind of advertisement to sell standard-bred chickens.

The first look at your advertisement produces a certain feeling in your prospect for or against its motives. Rather will the thoughtful advertiser seek to suggest the beauty, graceful forms, delight and pleasure of owning beautiful birds. In this instance do not use too heavy type but rather a graceful type and plenty of white space to set it off.

There should be thrown about the advertisement something of the atmosphere of the thing advertised. This is more important than to make an advertisement that would approach a picture in its appeal, yet it should be like a picture in that it suggests the thing advertised. While we are on this subject of type sizes, which in other words is the meaning of type display, it should be borne in mind that the advertisement should be built especially for the medium in which it is to make the appeal. If you are to use several publications for your advertisement it is good policy to make each of them somewhat different, as by doing this you will present a different method of appeal to the same reader as quite often there are duplicate subscriptions.

3. Make Your Advertisement Noticed—Put your own personality into your advertisement. Even if it is buried among others of like physical quality it will still have an appeal to the reader. The thing that should engage your earnest effort is to get an advertisement that will be noticed in a crowd and one that is read as well as noticed. The advertisement that is not read had better never have been presented because it is an expense and not an investment. This is not an easy matter to determine and therefore, we say again, consider your own personality and get as much of it into your advertisement as is possible.

Simplicity is one of the first principles of good advertising. So large is the portion of advertising carried in the poultry journals devoid of real personality that the one which is composed properly "shines out like a good deed in a naughty world." On the other hand it is not well to always look to your success through the badness of competing advertisements, as good advertising is becoming more frequent and you cannot hide behind the incompetence of others. Therefore the study of type, type faces and type styles and sizes, is of prime importance, if you are to get the best results out of your

advertisement. You must put more time and attention than you may consider necessary on the study of type. Compare the type faces illustrated with those that are used in your favorite poultry journal. The man who can make type talk cannot "be picked off from every bush" and the man who will actually study type will be in a position to outstrip his competitors in the race for fame and success.

4. Copy With Different Appeals—Again let us say that in using several publications, if the copy is not changed the form should be. These days many people take more than one poultry magazine or farm paper. One ad may not appeal to a reader while in another form it may strike him as being just what he is looking for. However, the range of good type styles is rather narrow and the styles we have shown you on the charts will answer for all practically purposes. Use standard type styles instead of selecting unusual or odd types.

The main points to consider in this matter are two; first to get the pleased attention of the reader and then to make it agreeable to him to read the balance of the advertisement—the argument that is to make a buyer of him or a profitable portion of the readers. Careful and thorough study of your selling argument will materially increase the pulling power of your advertisement, but on the other hand, the best possible copy does not get to the reader until he has been attracted by the physical advertisement. From a selling standpoint or as a salesman, your advertisement has got to get to a person's consciousness just as the personal salesman must get to his prospect, and interest his attention.

5. Make Message Forceful—Good copy is essential and there would be no use of getting the reader's attention unless you have a message to tell him and you must make this message so forceful that he sees that it is advantageous to buy from you. The question of type size for the body of your advertisement is not so important as the display portion which brings to the reader's eye the vital features of your offering.

Referring to "J" of Ad-Chart No. 3, you will find a table of reading type from 6-point up to 12-point. It will show you the average number of words in a column line of the various sizes. The table at

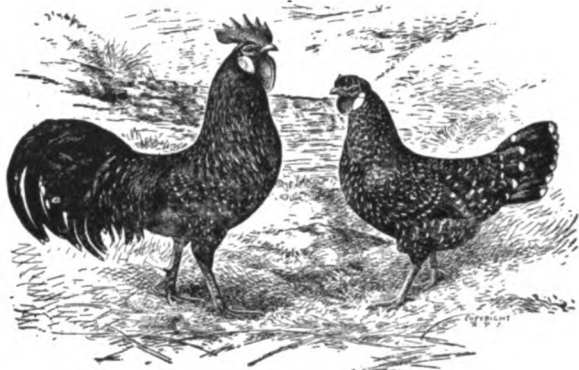
the foot of this column will show you the number of lines when set solid that will go into an inch of space. You will note that type is set leaded or solid. Leaded type is where a two-point lead separates them; solid is where the type is set without any leads between the lines and only the shoulders, on which the type face is cast, separates the lines.

6. Getting the Copy Ready—We will here study an advertisement layout showing the manner in which you can best arrange your advertisement for best results. We have made this advertisement of Anconas simply because the cut used is an Ancona cut. The original layout would show the cut pasted in one corner and the display lines to be used. You want to emphasize your breed, in this instance called "Surelay Strain Mottled Anconas." We will suppose that this breeder is trap-nesting, therefore, to one side of the advertisement we would put in a trap-nest record. This could be set in 6-point type and as the space we have blocked off occupies $2\frac{1}{4}$ sq. inches, we could get 70 words of 6-point type. Then we would set opposite this our description of Surelay Anconas. This we would probably set in 8-point type solid and as it would occupy $3\frac{3}{4}$ sq. inches of space, we could get 78 words in this space on a basis of 24 words to the sq. inch.

The copy that you write on a separate sheet for the trapnest record would be marked "A" so that the compositor would know that you intended it to go in that space. The space opposite would be marked "B" and the compositor would immediately know that "B" copy was to go here. This is an illustration of why you should know the amount of type that will go into a given space so that when you write your advertisement you will have exactly enough words to fill the space and get all the advantage out of it you can. You can trust to the cut and the display line in this advertisement to attract the attention of the reader.

7. Construct on Ad-Layout—Now, lay out an advertisement of this size, 2 columns which is $4\frac{1}{2}$ inches wide in the poultry journals, by 5 inches deep and make a layout of your own birds. If you haven't a "cut" of your own birds clip a suitable picture of the birds you are breeding from one of the poultry journals and make your layout such

as you believe would make a good advertisement for you. Send this in to us, if you wish, and we will give you our opinion on the advertisement you have thus prepared. The best possible way to learn



**Breeders
Eggs
and
Baby
Chicks**

MEMBER OF THE UNITED ANCONA CLUB.

Surelay Strain Mottled Anconas

Trap Nest Record

A

B

Famous Ancona Farm
JOHN DOE, Proprietor
Anywhere, U. S. A.

A simple Ad-Layout 2 col. x 5 inches, or a total of 10 inches, or 140 agate lines.

advertisement writing is to prepare advertisements and you will soon find that it is not a difficult task. We want to help you wherever possible.

QUESTIONS

Lesson No. 9.

- (1) Name the important sizes of type from 6-point to 72-point?
- (2) What is individuality in advertising?
- (3) (a) What is the value of personality in advertising?
- (b) Name one of the first principles of good advertising?
- (4) What are the two main points to consider in an advertisement?
- (5) What is the difference in type set leaded or solid?
- (6) (a) What is an advertisement layout?
- (7) Draw a layout for an ad for yourself; if you have no cuts or pictures of your birds, clip one from a poultry journal.

Lesson No. 10

Importance of Art in Poultry Advertising.

1. **Business Art**—Commercial art has taken a high seat in the arena of advertising in America today. Many artists who a few years ago frowned upon the idea of lowering their dignity by “dirtying” their fingers in commercialism are today the best paid artists in the country. Their talents and skill are placed on canvass for high grade advertising illustrations, oftentimes costing thousands of dollars each. Art in present day advertising is undoubtedly on a highly specialized and scientific basis.

For years the born poultry advertiser as well as advertisers in all branches of the live-stock industry have recognized the advantages of true art in their advertising endeavors. As a result the poultry world has produced three outstanding artists in this line in America, Franklyn L. Sewell, Louis L. Stahmer and A. O. Schilling. No poultry catalogue of importance, no prize winners at the big shows are allowed or should they be allowed to go before the public unless placed in a harmonious back ground by a specialized artist.

Art enters very largely into the beauty and attractiveness of your catalogue. Border designs and backgrounds help to set off photographs when these are used and the photographic cuts themselves must be treated to present a harmonious whole.

Sympathy with the art work of your advertising is a matter of utmost importance and you should study further along this line while pursuing your poultry endeavors.

2. **Expense Not Great**—While the ordinary advertiser cannot afford to have the services of highly paid artists, the expense for producing a few outstanding illustrations for your catalogue will not call for a big outlay. In fact poultry artists are possibly more reasonable in their charges than any class of commercial artists.

Whatever you do regarding your illustrations we want to say that much improvement can be made in the character of poultry advertising by allowing more thought and attention to the illustrating and art features.

Only a few of the larger advertisers are availing themselves of the full advantage of art in their publicity work. Many men, who through force of their very character and their long years devotion to the industry, have erected a large structure of usefulness to the poultrymen of America and the world. But had these same men used the proper kind of publicity, typographic art and illustrations, their business would have been greatly increased.

3. Sheppard Uses Art—Take for instance Sheppard's Advertisements. The size of the space is not always large and commanding considering the magnitude of his business but he is consistent and not only that it attracts your attention and you read it. Personally the writer is not enthusiastic for the Mediterranean class, but I want to say that, after reading some of these advertisements, if I had not made my selection years ago, I am quite sure that Sheppard would sell me a pen of Anconas. So it is with any breed; all of them have their merits and none of them have a monopoly of all virtues, therefore it is necessary to present the facts of each breed in a truthful, but intelligent and enthusiastic manner.

If you have not acquired the experience to do it yourself, by all means engage a specialist who will work out your problems for you. It will be the best investment you ever made.

Always remember that you must invest properly to make a success of the poultry business the same as any other undertaking. But the poultry business unlike most other endeavors can be started on a very small capital and can be made to pay its own way almost from the beginning. But don't expect that you can invest \$100 and make a living from it. But you can invest \$100 and even less while you are employed at something else and build up a profitable business that in a few years will take all your time and attention.

Trade-marks are very valuable to the poultry advertiser and the development of a suitable trade-mark should be planned carefully.

You can't arrive at a good one all at once but a suggestion will come to you sometime that will make a good trade-mark.

4. The Golden Section—Next to writing and printing, art is the best ally of the advertiser, providing of course he appreciates its real nature and applies it in his work. It is unnecessary for the advertiser to be an artist to the extent that he is able to paint and draw, but what is required is that the few principles, that must be made use of in making advertisements agreeable to the eye, should induce attention and the reading of the advertisement.

The arrangement of the shape of your advertisement is an art feature in itself. Proportion tells us how to fix the shape of the advertisement and it should be a simple matter. In the "golden section" lies the principle of shape. Most advertisements are rectangular and the golden section is the proper proportion or the proportion that locates the optical center in the display. The true golden section is 3 inches wide and 4.85 inches high. There, however, is no particular reason for this golden section other than that it is agreeable to the eye. We do not have to concern ourselves further than that, but it should be taken into consideration in laying out your advertisement.

The most important art feature is in the production of your catalog and you must have some idea of harmony of colors. Color is used in two senses, namely, in relation to tints and in relation to tone. Here is where you should call in an authority on advertising and art if you intend to get out an expensive piece of literature. This subject will be taken up in more detail in the lesson on Planning Your Catalog and Sales Literature.

5. Value of Trade-Marks in Advertising—J. Marshall Seelander, a poultry artist of Oklahoma City, has summed up the value of trade-marks in advertising in a wonderfully effective way. He says:

"Twenty-five years ago a person might have gone into a store to get a camera. He'd say to the clerk, 'I want to get a kodak.' The salesman would be puzzled. 'A what?' Answered the buyer, 'I want to get a kodak,' and in nine cases out of ten he would have to make an

extra effort to explain exactly what he desired. Today he goes into the photo supply house and the salesman greets him and says, 'Could I interest you in a kodak today?' "

"Now here's the question: 'What makes the difference?' The answer is simple: Continuous advertising along certain definite lines. The original trade-mark name 'Kodak' has been used so extensively and so continuously that it has become permanently fixed in the minds of the public as a quality product. In fact it appears today in Webster's unabridged."

"All right, Mr. Breeder, what is the lesson now and what good can you derive from this fact? The word Kodak is a trade-mark in itself and is a modern example of what this silent ever-forceful salesman can readily do to build up a mighty business."

"The same principle applies to the poultry business as well. Your trade-mark should be an ear-mark of your quality and in some way exemplify the ideal or ideals for which you are striving."

For an example of what Mr. Seelander says, refer to the trade-mark in the Oakdale ad, the Sheppard ad, the Mittendorff ad and Spreecher Brothers ad, in lesson No. 4.

Mr. Seelander says further:

6. Continuous Use of Trade-Marks Is Best—"Continuous use of these trade-marks is another vital point to remember. Buyers who look through the journals are most generally attracted by something out of the ordinary or something they have never seen before. He will read the ad or scan your silent but potent assistant, Mr. Trade-mark, on every ad. He will be attracted by it alone and the fact that he has seen it before will cause him to say to himself, "Oh, yes, here's So-and-So's ad again." These tiny dolls of modern business are wonder workers if you only use them properly, but you must use them continuously, in all your printed matter, your ads, mating lists, stationery, shipping tags, etc., in order to get the maximum of good from them. Use your trade-marks on your display cards at the shows. People who have once seen it will recognize it again. There's one of the secrets of modern advertising—continuous use of trade-marks and continuous advertising as well."

"The proper use of what some people call 'detail' will help a great deal in building up your business and your name. That's the thing you want to impress on the world today, your name as a breeder of chickens and real top-notchers. And after you use your trade-mark a while your readers won't have to break their necks trying to find out who is selling this quality of stuff. They will absolutely know who is producing and showing and selling it from the fact that your little but powerful trade-mark catches them every time they turn their head."

"My advise is get a trade-mark and use it in your ads continuously. It will work for you. It has for others."

7. Printing Plates—Printing plates in advertising are commonly known among printers as "cuts." There are 7 kinds of these cuts, namely half tones, zinc etchings, wood cuts, electrotypes, lead molded electrotypes, nickel types, steel faced electrotypes and stereotypes. The first two of these are the ones that we will be mostly interested in and the others are reproductions of these originals. The zinc etching is commonly called line cut and is etched in zinc from any line or stipple drawing. A print from a zinc only contains black and white. The effect of tone being produced simply by the use of light and heavy lines and by dots. These line cuts are made by the photo-engraving process and is fundamentally the same as that of half-tones. The difference is that a half tone cut is finer in construction of what is known as screen line and can be reproduced from any photograph. This is done by the use of a screen between the copy or print and the negative print. These screens are very important in the process. They are plates of glass which are ruled in two directions, the lines crossing each other at right angles, and named according to the number of lines per inch. Thus there are 65-line screens and on up to 150 and more. The 65-line is what would be ordinarily used in a newspaper and the better the quality of the paper the larger the number of lines per inch should be used in order to get all the details possible.

8. Reasonable in Price—The electrotypes is important because you may get extra cuts after you have secured a satisfactory original. The electrotypes is simply a process by which metal is poured in a wax

mold that has been made from an original cut. Electrotypes of small cuts should not cost more than 15 cents up to 50 cents each.

When cheapness is an essential item and a fine reproduction is not required, stereotypes will answer the purpose. A stereotype is made from an impression mold taken from the original cut and is known as a matrix. This process can be done in all newspaper offices that make their printing plates by the stereotype process and they are becoming more general even in some of the smaller cities throughout the nation. Stereotypes cannot be made of finer half tones than up to 85 lines per inch.

Study the information on Ad-Chart No. 4 in connection with this lesson.

9. How to Take a Photograph—You have often noted the poses of beautiful birds in catalogs and poultry journals. This shows that the form of pose of the bird is of great importance. A dozen photographers may make as many photographs of a beautiful chicken and each would secure a radically different picture. One or two of these very likely will be much better than all the rest and that is why the ordinary photographer does not always get the best picture—showing off the birds to their best advantage.

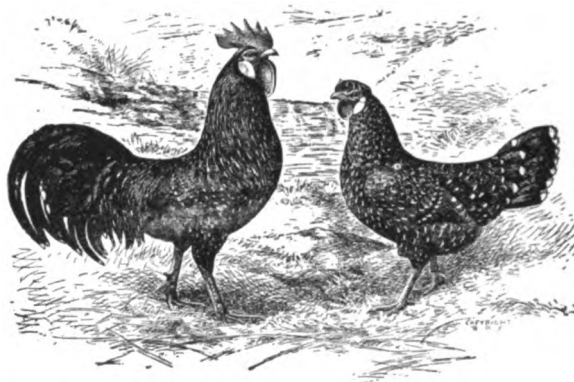
One of the best ways to secure photographs of real merit is to own a small camera and take numerous pictures under different conditions and undoubtedly you will secure some remarkable photographs for use in your advertising matter.

Dozens of different views are possible, one of which is the best and that is the one to use in your catalog and your advertisement. In photographing a group of birds, the most important thing should be placed in the most prominent position, given the best lighting and so caught on the negative that, as in relation to the others, they get the strongest contrast in form and color. Sometimes prominence is given an object in the photograph by drawing the back ground slightly out of focus so that it will appear somewhat indistinct. Such is the case when you are photographing a pen of birds for instance, and you do not desire them to be over-shadowed by the buildings in the rear. Sometimes in making a photograph, it is necessary to also include a picture of a barn or some object that may be an objection

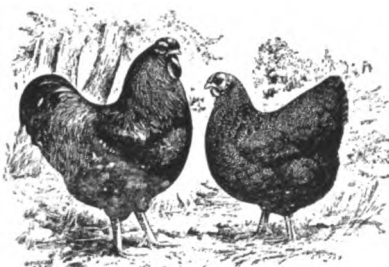
from an artistic standpoint. By drawing the barn out of focus the object you want to call particular attention to will appear in strong detail against the barn that fades away in the back ground.

10. The Exaggerated Perspective—Another effect of great relative prominence may also be secured by wide-angle lens in the camera. The photograph you secure will be an exaggerated perspective and an object in the foreground will be disproportionately large. Care should be used however, so that the distortion or enlargement is not too apparent. If the camera is placed too near the object to be photographed, the forepart may appear too large. As an illustration, you have often seen the picture of some very large fish. For instance by holding a five-pound fish at arm's length, it will photograph disproportionately large and look like a 10 or 15 pounder. This photograph often helps out the fish story wonderfully.

STOCK CUTS



S. C. MOTTLED ANCONAS.



PARTRIDGE WYANDOTTES.

Copyright 1921.



SILVER SPANGLED HAMBURGS.

For accurate and truthful reproductions, the objects to be photographed on the same negative should be arranged in the same vertical line at right angle to the line of sight of the camera. The nearer the objects are to the camera, the more necessary it is to observe this rule.

11. Stock Cuts—While it is very much more effective and result producing to use original cuts of your own birds attractively arranged, nevertheless, it is better to use stock cuts rather than none at all. We illustrate here what we mean by “stock cuts.” These cuts are supplied by the *Reliable Poultry Journal* of Quincy, Illinois, which we think are the best and most up-to-date stock cuts offered poultrymen.

The evolution of style in birds has changed during the last ten or fifteen years and when you use an old cut you will not have the proper shape as represented in the “Standard of Perfection.” That is the reason why the *Reliable* cuts are more appropriate than some others which are older.

Regarding price, will say that a cut the size of the Ancona picture will cost you \$1.50 while cuts the size of the Wyndottes and Hamburgs illustrated, will cost you \$1.25 each. A picture of your birds makes your advertising literature and letterheads more attractive, therefore, if you are unable to use an original, we would advise the use of a stock cut and the *Reliable Poultry Journal* will be glad to mail you their cut catalog.

There are also printing firms who make a specialty of poultry printing, and by giving them your order for printing you will not have to buy stock cuts. Such firms will even furnish the use of a cut of your breed and still be able to sell you printed matter at less cost than your local printer, who would charge the cost of the cut against you.

QUESTIONS

Lesson No. 10.

- (1) Name three leading poultry artists in the United States.
- (2-3) What has art done for Sheppard?
- (4) What is the Golden Section?
- (5-6) Why is continuous advertising valuable?
- (7) Name seven kinds of cuts.
- (8) What is the cheapest kind of cut?
- (9-10) What is exaggerated perspective?
- (11) What is a "stock cut"?

Lesson No. 11

Planning Your Catalog and Sales Literature.

1. Your Printer Will Help—Planning the layout for your first circular or catalog is a momentous occasion. You are unfamiliar, possibly with the printing art and the composition of your copy. In case you are unable to determine just what to do consult with your printer. He is usually competent to advise and assist you and most of them are glad to do it. It would be wise however, to advise your printer that you are willing to pay him to assist you in getting your copy arranged so that the layout will be attractive. A still better plan is to hire the services of a specialist in this line and have the selling punch put into your literature. In this manner of procedure your dummies are ready for the printer and you will know just how they will look when printed.

While the work of arranging and “toning up” of your advertising copy may cost you a few dollars, it is the best investment you can make if you are equipped to handle a sufficient volume of sales.

2. Use Your Selling Points—Printing costs have risen with every other commodity and therefore it is more important than ever before to have effective selling literature and not go to the expense of printing inferior catalogs or circulars.

Your catalog must be attractive in art and typography. It must have the selling talk in the copy that prompts the reader to order from you. Your fowls must be described. There must be enthusiastic portrayal of their fine qualities and you must tell about the conditions under which they are raised.

In other words you should build your catalog along the same lines that you would describe your birds by word of mouth. But it is much more difficult to put this down on paper and that is why it is

important that the subject be studied thoroughly so that it may be done right.

After one catalog is produced study must begin right there to improve on the next one.

3. Catalogs of Many Sizes—Poultry catalogs and selling literature must be attractively illustrated in order to secure the highest attention of your prospects.

The size of your catalog is a matter of personal decision. However, there are a number of sizes which have been established by usage as being correct. The catalogs and booklets illustrated on another page in their original sizes were $3\frac{1}{2}$ inches by $6\frac{1}{2}$ inches to $8\frac{1}{4}$ inches by 11 inches.

4. A Barred Rock Book—The smallest booklet in page size is that of Owens Farm and the largest is that of W. D. Holterman. The Owens Farm book is a mating list very well written and describing their offering very carefully and contains 72 pages. This was a method used by Mr. Delano during the war when he did not issue an illustrated catalog.

The book of Mr. Holterman contains 32 pages besides the cover on very highly enamelled paper and is profusely illustrated by high grade half-tones. The cover is of heavy stock in three colors and is indeed a work of art.

5. A White Rock Book—The Fishel book is $5\frac{1}{4}$ inches by $8\frac{1}{4}$ inches in size and contains 32 pages including the cover, which is of the same material as the body of the booklet, but which has an art design on the front page. This is Mr. Fishel's mating list and is a good example of an illustrated mating list. It is very attractive and convincing and does very well for the purpose of a catalog and mating list combined. Mr. Fishel also has a very attractive sales catalog, probably the most expensive sales catalog issued in America today.

6. A Baby Chick Book—The Miller catalog is that of baby chicks and is indeed a good book. It contains 32 pages and a cover of a different color than the body of the book. An attractive design on the front page of this booklet makes a friend as soon as you look at it. The size is $4\frac{1}{2}$ inches by $6\frac{3}{4}$ inches and while a good grade of stock is



Group of Poultry Catalogs and Mating Lists

used, it is not of the real expensive kind and it need not be. A splendid feature of this booklet is that each of the breeds offered by the Miller Farm is illustrated and letters from satisfied customers are shown from every section of the United States.

A Wyandotte Book—The Keeler catalog, 7 inches by 10 inches in size, contains 44 pages besides the cover. Mr. Keeler's book is profusely illustrated by his prize-winning birds and the selling talk he uses is surely convincing and to the point. A special design illustrates the front and back pages of this book.

7. Cheap But Good—The little folder of J. H. Hart is illustrated to show what can be done in a small way and serves as an advertisement as well as a mating list. This little folder has 6 pages and is printed on stock similar to a postal card. It is held together by a little wire clip and on the back of it is a blank space for the address. This can be mailed out for 1 cent and we consider it a very good form of advertising that does not call for much expense.

8. A White Leghorn Book—The mating list of Hillview Farm measures $7\frac{3}{4}$ inches by $10\frac{3}{4}$ inches in size and is printed on high-grade enameled book paper. This mating list contains 18 pages besides the cover and is really a catalog and mating list combined. It has large sized illustrations of winning White Leghorns in groups and singly, showing ideal conditions under which the birds are raised in wooded patches on the farm and the cornfield range. This farm has made a wonderful success and two things are responsible for it; the splendid White Leghorns they breed and the intelligent way in which they advertise what they have.

Hillview Farm has around 30 mated pens besides the range flock.

9. Another Wyandotte Book—The White Wyandotte catalog and mating list of F. K. Cooke is put up in a little different style from the ordinary catalog. It contains 12 pages and cover, is $7\frac{1}{4}$ inches tall and 10 inches wide. It opens up the long way. The cover is of different stock than the inside pages and the color is what is known as "India Tint." Mr. Cooke shows some nice illustrations but they are not quite as clear as would be the case if they had been retouched by a poultry artist. This shows the difference between ordinary photographs and those that are retouched in order to make them plainer.

10. A Rhode Island Red Book—The 1921 mating list of E. W. Mahood is an attractive booklet, 4 inches wide by 8¾ inches tall. The cover is of heavier stock of a buff color on which the cockerel illustrated is printed in a red as near the color of a Rhode Island Red as can be done with one color printing. The inside of the booklet contains 16 pages. The pages are arranged a little differently than the ordinary catalog in that the pages fold over like a railway time table, giving a double page for larger illustrations which makes the book very pleasing and attractive.

11. The "Aristocrat of Advertising"—We will be pleased at all times to assist you and advise you when you are getting out your selling literature. You cannot expect to build up a large business without advertising in some form. The booklet has been called the "aristocrat of advertising because nothing in the way of fine paper, illustrations and printing, is too good for it. Don't presume however, that the ordinary small printer will be able to furnish you with high grade work. He cannot because he has not had the experience and lacks the artistic ability to give you a product that will measure up to the quality of your birds. Your booklet or catalog should be printed on good paper with the cuts of the proper screen to show them off to the best advantage. The type should be in harmony with the illustrations and the cover should contain a special design of an artistic quality of stock specially made for this purpose.

Here is a summary outlining briefly what you should do in catalog building and advertisement construction:

12. Back Your Statements With Your Stock—Make no unreasonable claims. It is better to understate the case rather than to overstate it. Always plan to give your customers just a little more than they expect. A pleased patron, you will find in the long run, is your best advertisement—a dissatisfied patron is your most active reputation ruiner. Besides a dissatisfied buyer really hurts the paper in which the advertisement appeared which is a thing that the publisher cannot afford to have happen.

13. Price Your Offerings Right—You must always remember that in the same column with your ad there will be many others of the same kind. Should your price be higher than others, you must

have better quality to correspond and say so. If your price is lower be sure to give a real justification for it. As a general rule buyers of pure-bred poultry do not mind paying a good price if they are assured of getting the quality to correspond.

14. Your Ad Should Be to the Point—Leave nothing in doubt. This does not mean that you should be long-winded but it does mean that it would be good business for you to state all the important facts about your offering. The prospect is interested in two points—quality and price. Your ad will lack the power to pull unless you make some statement about one or both.

15. Select the Right Style of Advertisement—At the beginning the classified style of advertising is the best to use. As your business develops, you can then use display advertising. The beginner usually makes his selection from the classified ads, because he believes he will get more value for the money he spends when he cannot afford to buy high-priced birds. It will pay you to follow the path of experience in this respect.

16. Inquiries Must Be Answered Promptly and Fully—When your ad is intended to get inquiries only, you must respond promptly and give full details. There must be no delay in this regard or you will be the loser. All orders should be acknowledged at once. Put yourself in the other fellow's place and do by him as you would have him do by you. Remember the best your advertisement can do is to get inquiries; you have to close the sale yourself and there is where you must be on your toes and do it right.

17. Don't Advertise Out of Season—You must make your offerings timely if you are after quick action. You must advertise the product of the season in order to do this. Advertise your product at the time or just before the time people need it or can use it. However, you can very often sell birds out of season if you will assign good reasons for wanting to sell. For instance when you are breaking up your breeding pens, you can have a sale of breeders and dispose of them to your advantage at a lower price than you would earlier in the season and this will be an inducement for some people to buy to keep over for the following season.

18. Two Good Methods of Advertising—Poultry breeders who are in the business year in and year out, in good times and bad, who are making the biggest success in their business, use two methods of advertising. One method is to get quick action as seasonable times; the other method is called good-will or prestige building advertising. Such breeders, by using this constant publicity build up a reputation that can be acquired in no other way.

19. Keeping Everlastingly at It Counts—Quite often one insertion of an advertisement gets results whether the advertisement be an old one or a new one. Especially will a one-time ad do better for an old advertiser than for one whose name has never become familiar to the readers of the publications. However, the experience of most advertisers has been that the best results accrue after two or more appearances of an ad. This is an important fact for a new advertiser to remember and therefore, it is better to use several small ads than it is to spend your entire appropriation for one large one. If you have a new breed of chickens, you will have to wait until people become familiar with them before you can expect them to buy. This also applies to you as a breeder. You must build a reputation. Your continuous advertising shows people who read the publications from month to month that you are successful or else your advertising would not happen regularly. Very few people are going to spend money for things of untried value and it will take considerable advertising to make people acquainted with the merits of your offering. It is an old saying that if you tell folks things often enough they will soon come to believe it. So in introducing yourself, although not known to your prospective customers, you can always invariably get results if you keep it up long enough.

21. Don't Let People Forget You—Even if your business is well established, keep on advertising. If you do not, someone else will step in and take it away from you. Let such a man fail to show up in his advertising one year and many would conclude he was out of business. He would soon discover the difference even though he believes he was solid.

22. Good, Sound, Common Sense, Is the Best Guide—When all is said and done, advertising is successful to the degree that it is

backed by honest goods and methods with common sense and courtesy. Remember that advertising is only a part of selling, though a very important part. The other parts must be as good as the advertising, that is the goods, the price and the handling of the customer.

QUESTIONS

Lesson No. 11.

- (1) Why is it important to consult advertising specialists?
- (2) What should you do after you have produced one catalog?
- (3) What would be your suggestion for a suitable catalog for a small breeder?
- (4-10) Study the catalog covers illustrated in this lesson and tell us which one appeals to you most.
- (11) What is the "Aristocrat of Advertising"?
- (12) Why must your advertising be backed up by your stock?
- (13) How would you justify your selling price?
- (14-15) What kind of advertising is best to start with?
- (16) What would you say of a man who did not answer your inquiry promptly?
- (17) Why is seasonable advertising best?
- (18) What two methods of advertising do most successful breeders use?
- (19) Why is it better to use several small ads rather than one large one?
- (20-22) How would you back up your advertising?

Lesson No. 12

How to Write Sales Letters.

1. Letter Writing Is Important—This chapter on letters and business correspondence is of vital importance and should be studied carefully and conscientiously.

Let it be known from the start that the worst "crime" for anyone attempting to do business by mail is not to answer correspondence promptly. Many men have ruined their chances for success by dilatory methods in answering their correspondence and much has been said and written, from time to time in the poultry press, relating to the importance of promptness in this regard.

The prospect, when he writes you for information in answer to your advertisement, is at "fever heat" so to speak. He counts the hours until he hears from you; he is so anxious to have the information he seeks. Then if it is delayed two, three, five days, a week or even longer he is disappointed.

2. An Opinion Is Formed—He begins to think, that, maybe there is something wrong with the advertiser. Maybe everything is not just right.

Answer your inquiries promptly and thoroughly. Furnish the information the prospective buyer seeks and any other facts that may be of assistance to you in placing your birds in the proper light. Be honest in your descriptions of stock. Don't overstate a fact but on the other hand you must believe in your stock. You must state your case in such a manner that the prospect will not be fearful that you will not furnish the grade of breeders you describe. You must convince him that you are capable of knowing what a good bird is and that your basis of comparison is relative to the standard requirements.

Good poultry sales letters are nothing more than a sincere, honest, straight-forward recital of the quality of your birds, how you

have raised them, the origin of the strain, what they have done for you and what they are likely to do in the hands of the prospect.

3. Good Strain Will Assist You—If you are a beginner it is much more important to mention the strain you are breeding, that is, if they are from a well-known breeder. His reputation will help you sell the stock you are raising. If your birds are not from a breeder of established reputation you will be handicapped in your efforts to sell at a remunerative price.

Your letters must have the human appeal that convinces and if you state facts and back up your claims with the goods you are on the road to success and nothing can stop you.

How often should a prospect be followed up is a question on which most poultrymen do not give enough thought and attention? An answer to the inquiry usually completes the correspondence between an inquirer and the poultryman. This is not good business practice. You should keep in touch with your prospect until there is no possibility of making a sale.

4. Keep After Your Prospect—The right kind of sales letter following up the answer to an inquiry would often land the order. The trouble with the methods of most poultrymen is that they allow the prospect to "cool off" and he, perhaps, buys somewhere else because he was able to buy at less cost when in fact your price was the lowest possible consistent with the splendid breeding and care you had given your fowls.

Of course there is such a thing as sending the prospect too much mail but this hardly applies to the poultry industry as in some instances it is difficult to get back even a letter answering an inquiry. There are poultry breeders, however, who have completely equipped correspondence departments for the handling of their business more expeditiously and who see that each inquiry has the proper attention. In other words they take full advantage of their opportunity.

5. What Your Letter Does—Your letters bring back what you put into them—whether it be Friendliness, Indifference or Anger.

The letter is a boomerang if not used rightly in your business correspondence. Every letter that goes out is a potent force for good or for evil.

There is a strong tendency in a great majority of humans to try to live up to the opinion that others have of them. Dub a man a rogue and he feels he has nothing to loose by living up to his reputation. Let a man see by your letter that you doubt his honesty and, though he may be passably honest and well-intentioned, you have stripped from his his cloak of self-respect so far as you are concerned and he is apt to no longer desire to wear it.

6. Success or Failure—Many millions of dollars are spent annually for postage in sending out sales letters; five-sixths of them probably are never read and it has been estimated that less than one-twentieth of them secure any response. The difference of one-half of 1 per cent of returns on a letter may be the very thing that stands between a fair size profit and a considerable deficit. With this picture in mind, you see that it is important that the sales letter be so constructed that it will have the best possible chance of bringing back what it was sent after.

Many people have the opinion that the writing of an advertisement and a sales letter are about the same thing. The fact is they are not. Simply because an advertisement is enclosed in an envelope and sent under a two cent stamp does not necessarily make it become a letter. Strictly defined, a letter is a personal communication to an individual. It is or it should be directed to a person so as to make a most favorable impression. On the other hand, an advertisement appeals to people in a mass but it is so arranged, usually, as to appeal to a certain class of the mass.

A sales letter in its fullest senses should not only attract attention but should arouse desire, convince the mind and stimulate to action. Of course these four functions are not present in every sales letter. The majority of such letters are in respect to an inquiry that shows interest, while many of them are but links in a chain of letters that make the sales appeal complete. You might say this same thing is true of advertising but only through mail order advertisements are any attempts made to complete the sales appeal.

7. The Master Letter Writer—Ad-man Davison, master letter writer of the world, has laid down ten rules for the construction of real sales letters.

Rule No. 1. Put Yourself in the Reader's Place—Pretend you are he. See the things you want to bring to his attention from his side of it. Look at them from his viewpoint. Make your mind his mind. You must consider his likes and dislikes. Take the thing home to yourself. Therein is the secret of all successful salesmanship, all debate, all argument, all letter writing. Consider what he, as a disinterested person, wants to know, not what you desire to tell him.

Rule No. 2. Begin in the Middle—You must get right down to the actual point at the start. Go to the heart of the subject in your first paragraph. You admire the man who comes right to the point if he has something to say. You don't like the fellow who hems and haws. The successful man gets down to business. Cut out unnecessary introduction and that saves his time as well as yours.

Rule No. 3. Make Your Letter Convey an Idea—It is an easy matter to string out words and sentences. It is not so easy to compose paragraphs that convey this or that thought but it is surely a different thing to put over a forceful idea. It is ideas that generate impulses in men—impulses to act. When you convey a thing of vital interest to your reader regarding your product you put a new thought, maybe a bigger and better idea in his mind. You create a new vision. In order to convince people a letter must carry a message loaded with conviction. Don't have your letters talk a lot and say nothing.

Rule No. 4. Make Your Details Accurate—Too much care cannot be used in your statements. If you are uncertain or wavering and there are too many "ifs" and "maybes," your prospect will lose interest in what you are saying. Actual facts and real figures are best. Take no chances, do not guess, by doing so you are risking failure. Remember that your prospect has some sense and in fact he may be better informed than you are.

Rule No. 5.—Frankness Is a Force—In order to sell your product you must have your reader's confidence. If your letter is out-spoken in all things, he usually believes what you have to say. Absolute

frankness is the weapon of conviction. It will never fail you. You admire the frank person. He is unafraid. His cards are on the table. He stands back of his product or proposition, just as it is. He makes no excuses; he offers no apologies. Therefore always tell a straightforward story.

Rule No. 6. Take Time to Be Polite—Politeness does not cost anything while it is the cheapest, and one of the most valuable commodities in business intercourse. It wins through the simple law of human nature. The polite and courteous letter generally gets a hearing; it is a kind letter. Let courtesy become second nature in your letters.

Rule No. 7. Make Your Meaning Clear—It is better to use short sentences than long ones. Be careful that everything you say is perfectly clear. Remember there is no one at hand to explain to your prospect what you mean if he doesn't understand what you have said in the letter.

Rule No. 8. Cut Out All Old-Style Letter Phrases—Such phrases as "Replying to yours of a certain date" and "We are glad to get your letter" and the like, really mean nothing. Go right to the point of your subject. Such a start as "You have come to the right place to get the quality of birds you want," is better.

Rule No. 9. Make Your Statements in Logical Order—Don't have one idea in one part of the letter half completed and then complete it in another part of your letter. Study how you should develop the information your prospect wants. Tell him as briefly and as frankly as possible.

Rule No. 10. Have the Letter Neat and Correct in Form—It is better to use the standard size now in use for all business correspondence. A letter head 8½ inches by 11 inches, is usually the size best adapted to typewriter purposes. The note head which is smaller is a good size where long-hand is used. The letter head is also convenient for use in the standard envelope which is 6½ inches by 3½ inches in size, known as the 6¾. The letter head should be neat and tell something of importance about your product. Don't get too much in it although this is permissible to a greater extent on poultry letter heads than most any other line of business. If you have a trade mark

be sure that it is on the letter head, also a picture of your birds is in good form. Simplicity in the arrangement of the letter head is best. Usually one color ink will suffice, however, for a little additional cost two colors gives your letter head a touch of distinction.

8. **A Good Poultry Sales Letter**—The following letter in response to an inquiry by the writer was dictated by Mr. Delano of Owen Farms. This is a good letter to go with a mating list. If there is no catalog or mating list the letter must go into more detail.

April 16, '20.

Mr. C. D. Graves,
Broadwell Bldg.,
Springfield, Ill.

Dear Sir:

In response to your inquiry I am glad to send you under separate cover a copy of my 1920 mating list and and this will tell you about my fine flocks, their unequaled blood lines, phenomenal show record and unsurpassed utility qualities. My White Rocks are grand good layers, strong, healthy, hardy and vigorous, giving a combination of fancy and utility qualities that cannot be excelled. The section of my mating list beginning on Page 66 will tell you about the development of my White Rock flock.

My half price sale of breeding stock starts June 1st and I shall be glad to help you in this way and am going to ask you to write me fully about your requirements after you have examined the printed matter, particularly Pages 16-17-18. I can furnish exceptionally good value this year in White Rocks during the half price sale.

Thanking you for your letter and awaiting your further pleasure, I am

Yours very truly,

9. Have a Definite Purpose—Sometimes advertising is used as a reminder. Action evidently results from it but so indirectly is it that the decision is not always traceable to them. The sales letter is a more definite proposition. It has a definite purpose and almost invariably tries to get immediate action.

The beginning of your sales letter must attract attention and it must be specific in order to do that. In describing your birds or some special feature you wish to impress upon the mind of your prospect, tell him frankly and plainly about it. If you are raising your birds under better conditions than the ordinary breeder, or you are taking more pains in caring for them, it is of much interest to the prospect. Remember that he is more interested in facts than theories and he wants the truth about what you have to say. The ordinary person is not interested in statements that do not bring to his mind an image of what you have to offer.

10. More Than Desire Is Needed—Your sales letter should be backed up by a small circular, mating list or catalog, according to the means at your disposal and the quantity of your birds, eggs or baby chicks. This will mean that the letters you use will be supplementary and will deal with any personality that the reader may have wanted to know. You want to sum up your selling talk in your sales letters, just the same as in your advertisements. The material you use in your letters should be of later origin than those you have used in your advertisements, and you can do it by keeping your eyes open for talking points.

If desire alone was sufficient to make men buy, we would all own automobiles and steam yachts. The desire in a man's mind convinces him that he should or should not buy. Even where a man desires your article more than anything else, he makes sure that the purchase is justified. There must be conviction. If it is something that serves for enjoyment only, he must be convinced that it is plausible to purchase it.

The letter must do two things in convincing the mind. First and above all, it must prove that the article is as represented, it must prove that it is worth the price paid and this must be based upon facts which are already known to the reader or presented to him in

the form of evidence. The best evidence for the poultrymen is that his birds have won premiums at the poultry shows or that they have established high egg yields through trap-nest records. Another way in which to be convincing, in your proposition in handling your prospect, is to allow him the privilege of returning the article if it is not as represented.

The slogan of the sales letter should be "Do it now."

QUESTIONS

Lesson No. 12.

- (1) Why should you answer your correspondence promptly?
- (2) What is the basis of a good letter?
- (3-4) How often should you follow up your prospect?
- (5) What will your letters bring back?
- (6) Why are so many letters failures?
- (7) Describe the ten points of a sales letter as given by Ad-man Davison.
- (8) What are the selling features of Delano's letter?
- (9) What is a definite purpose in your letter writing?
- (10) Explain why more than desire is needed.

Lesson No. 13

How to Estimate Advertising Cost.

1. Determining Selling Cost—It is well to realize when it comes to a consideration of the possible usefulness of advertising to deliberately survey the business possibilities of your undertaking.

In the mail order business, such as ours, the amount of the expense to be set aside for display advertising and for catalogue construction must be determined by the possibilities of return.

One who is selling eggs at \$1.50 per setting is not in a position financially to get out an elaborate catalog and in fact, it is impossible to make the least expensive one pay in a big way.

But on the other hand the owner of a fine strain of fowls is in a position to command a remunerative price. There is really no limit, almost, to the expense and effort you should give to your catalog and selling literature. But even here your appropriation for catalog, advertising and selling literature must bear a per centage basis to the possible income from what you have to offer.

2. Invest 10 Per Cent—A poultryman should appropriate not less than ten per cent of the amount of his gross sales for advertising purposes and there are times when you want to force the sales when even a greater amount is justified. Again there are times when it does not require this amount of advertising capital.

Estimate the possible income from your project for the entire year; eggs, baby chicks, young stock, breeding stock, etc. Then set out to invest ten per cent of this amount. It should be the best investment you ever made in your business. For instance suppose you have a fine cockerel for which you ask \$50. It is cheap selling to find a customer for this bird for \$5 which is the ten per cent basis. Without the expenditure of the \$5 it is more than likely that you would not find a customer at all at a reasonable profit. Then you will surely be willing to spend one dollar in advertising for new customers out of every ten dollars you receive for setting eggs.

Such is a safe and sane basis on which to plan and develop the undertaking and it is a lack of this system that puts so many men out of the fancy after a few years floundering. Don't expect to do a big business if you are afraid to spend some of your profits for the extension of your clientele. In short it is the only practical way. This is the method of the big breeders.

3. How One Poultryman Does It—Ralph H. Sawyer, of Ithaca, New York, a graduate of Dartmouth College and the Poultry Course at Cornell University and one of our first students in the Home Study Course, has furnished us with some interesting and valuable data regarding the operation of a successful, moderate size poultry farm in New York state. The total size of this farm is thirty-nine acres and all of this was not used for exclusive poultry work. Mr. Sawyer says:

"To illustrate how some of these pure-bred poultrymen are now coining money, I am sending you a labor income statement from a well known New York State poultry farm which I secured recently on a visit to the farm. The figures are self-explanatory, and quite significant.

"I understand that Martin, the Wyandotte man, sold \$40,000 worth of hatching eggs last Spring. Parks, the Barred Rock breeder, turned away \$10,000 worth of orders for stock on immediate delivery in 1920. On the first of last October the Lord Farms had orders for 75,000 baby chicks for next Spring's delivery already dated up. These are just a few figures.

"I once asked A. J. Ward of Ward Brothers, famous White Leghorn farm, what advice he could give me as a prospective poultry farmer. He replied that I should start running full-page ads in some good poultry journals before I ever had a bird on my farm. Which of course was extreme, but it shows his belief in advertising."

You will find the statement below referred to by Mr. Sawyer. You will please note that this is a statement that he himself copied from the farm and not hearsay. Also note that \$3,500 was spent during the year on Advertising out of a total expense of \$10,825, or practically one-third of the entire operating expense. Also that it was practically 10 per cent of the total receipts of the farm and still

the labor income of this farm was \$20,050. Without the pure-bred poultry business of this farm and without advertising it would not have made a profit upon the investment. By judicious advertising a very satisfactory profit was realized above the interest on the investment. The report follows:

Investment

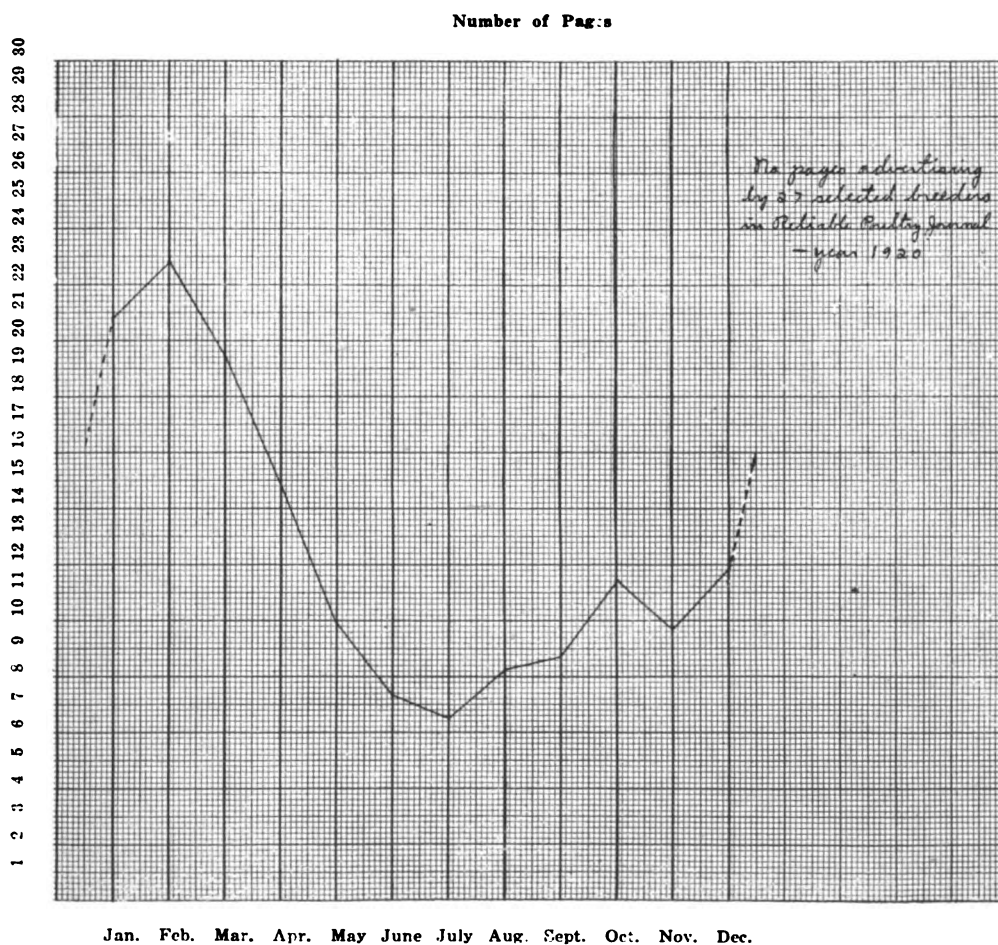
Farm				\$45,000
Machinery and Equipment				4,000
Feed and Supplies				1,000
Livestock—	December 1, 1920.			
	No.	Value.	Total.	
Pullets	300	\$ 4.00	\$1,200	
Hens	1500	5.00	7,500	
Cockerels	100	8.00	800	
Roosters	32	20.00	640	
Horses	2	100.00	200	
Hogs ..	1	70.00	70	10,410
Total ..				\$60,410

Income Account

Sales—				
Livestock	No.	Value.	Total.	
Pullets	1500	\$ 4.00	\$ 6,000	
Hens ..	300	5.00	1,500	
Cockerels	300	8.00	2,400	
Market	1500	1.20	1,800	
Roosters ..	30	20.00	600	
Chix	70000	.20	14,000	26,300
Livestock Products—				
Hatchings Eggs			\$ 2,000	
Market			3,700	5,700
Misc. Products—				
50 Tons Alfalfa @ \$50.....				2,500
Total Sales				\$34,500
Expenses—				
Feed			\$ 3,700	
ADVERTISING			3,500	
Labor—1 man yr.			1,000	
Express and Parcel Post			500	
Truck Expense			400	
Eggs for Hatching			600	
Fuel, Oil, Etc.			400	
Repairs, Bldgs. and Equip.			150	
Stamps and Stationery			100	
Egg Cases			80	
Misc. Expense			395	10,825
				\$23,675
6% interest on above investment.....				3,625
Labor Income				\$20,050

4. **\$1,000 Appropriation**—Mr. Sawyer has also compiled some advertising statistics which are indeed valuable in estimating your advertising costs. He says: "Suppose a man has \$1,000 which he wishes to put into advertising during any particular year. How shall he spend his money to get the most return from it? He may have noticed that E. B. Thompson, Owen Farms, and one or two others run a full-page advertisement regularly each month in different poultry magazines. Would this be the best method for him to employ? Or should he advertise more in some months than others?"

"In considering the problem the first question that comes up is—what are the practices of the majority of the old experienced poultry advertisers. Let us take the 30 most prominent advertisers in the



Graph showing percentage of Advertising during the year 1920 by 27 breeders in The Reliable Poultry Journal; explained in accompanying lesson.
Copyright 1921.

Reliable Poultry Journal for the year of 1920. By noting the space used by each in every month of the year, and adding the totals for each month, we see that there is considerable variation.

What 30 Advertisers Did—Following will be found a table showing the amount of advertising 30 of the largest advertisers did during 12 months of 1920 in the Reliable Poultry Journal. This shows the percentage from month to month and the amount of space each advertiser carried.

No. Pages Advertising.

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
C. R. Baker	1-5	1-3	1-3	1-3	1-3	2-15	1-30	1-6	1-10	1-10	2-15	2-15	2.33
C. S. Byers	12-5	2-5	12-5	2-5	2-5	2-5	2-5	2-5	2-5	2-5	2-5	2-5	6.84
Ferris	1	2	1	1	1-4	1-4	1	1	1	12-3		1-3	10.499
J. C. Fishel	1	1	1	1-2	2-5	1-3	1-3	1-3	1-3	1-3	1-2	1-2	6.565
U. R. Fishel	2	1	1	1	1	1-2	1-3	1-3	1-3	1-2	1-3	1-3	9.665
H. Goss	1-3	1-3	1	1	1-2	1-4	1-6	1-6	1-6	1-5			3.781
Hallbach	1-4	1-3	1-3	1-4	1-5	1-30	1-15	1-15	1-6	2-15	2-15	2-15	2.096
Henderson	1	1	1	2-5									3.4
Hillview	1	2-3	2-3	2-3	1-2	1-5	2-15	2-15	1-3	1-2	1-2	1-5	4.597
Holterman	1	1	1	1	1-2	1-2	1-2	1-2	1-2	1	1	1	9.5
Homestead Fm.	1-2	1	1-2	1-5	1-5	2-15	1-15	1-15	1-15	1-5	1-3	1-3	3.597
Keeler	1-3	1-2	1-2	2-5	1-5	1-30	1-30	1-30	1-15	1-15	2-5	1-3	2.63
Kerlin	2-15	2-15	2-15	2-15	1-3	1-3	2-15	2-5	2-5	1-4	1-4	1-2	3.131
Lord	1-2	2-3	2-3	1-3	1-5	3-5	1-3	1-6	1-6	1-3	1-3	1-2	4.796
Martin	1	2	1	2-3	1-2	1-3	1-4	1-5	1-3	1-3	1-2	1	3.115
Morris-Aldrich	1-15	1	1-2	2-3					1-4	2-15	1-15		2.681
Oak Dale Fm.	1	2	2	2	1	1	1	1	2	2	1	2	18.
Parks	1-2	1	1-2	1-2	1-2	1-3	1-3	1-4	2-5	1-2	1-2	1-2	5.816
Penn. Poultry Fm.	1-2	1	1-2	1-2	1-3	1-3	1-10	1-4	1-10	1-10	1-6	1-4	4.132
Sheppard	4	1-3	2-3	2-3	2-3	2-3	1-3	2-3	1-3	1-3	2-3	2-3	10.994
Sunny Crest	1	1	1	1-3	1-3	1-2	1-2	1-2	1-2	1-2	1	1-2	7.833
H. Thompson	1-2	1-2	1-2	1-2	3-10	3-10	1-6	1-6	1-6	1-2	1-2	1-2	4.598
J. T. Thompson	1-10	2-3	2-3	1-3	1-5	1-30	1-30	1-30	1-15	1-15	1-10	1-10	2.53
Walhalla	1-2	2-5	1-2	1-2	1-4			1		1-4		1-4	3.65
Wilburtha	1-2	1	1-2	1-5	1-2	1-30	1-30	1-30	1-30	1-2	1-2	1-4	4.082
Willow Tree	1-5	1-5	1-5	1-5		1-10	1-20	1-20	1-20	1-20	1-20	1-6	1.316
Wycoff	1-3	1-3	1-2	1-2	1-5			1-3	2-5	2-5	2-5		3.399
Total	20.848	22.796	19.563	14.912	9.965	7.329	6.327	8.243	8.727	11.413	9.763	11.88	
Percentage	13.7%	15%	12.9%	9.8%	6.6%	4.8%	4.2%	5.4%	5.8%	7.5%	6.4%	7.8%	
Owen Farms	1	1	1	1	1	1	1	1	1	1	1	1	
E. B. Thompson	2	1	1	1	1	1	1	1	1	1	1	1	
Ward Bros.	1	1	1	1	1	1	1	1	1	1			

Figures like this: "1-5" mean one-fifth; "1 2-5," one and two-fifths, and so on.

5. Study the Graph—"I have made a graph showing the trend of the advertising of these poultrymen month by month. The curve starts high at the beginning of the year, drops steadily during the spring months, and reaches its lowest point in July. It then rises to October, drops slightly in November, and rises again in December.

"Let us try to interpret the curve. Most of the large poultry shows are in December and early January. A large proportion of these advertisers are exhibitors, and after taking blue ribbons in the shows they will be anxious to advertise their winnings heavily. This accounts for the height of the curve in January. There is also an explanation in the fact that in January and February the public is considering the purchase of hatching eggs and baby chicks and the advertisers are anxious to get a maximum number of early orders.

"Assuming that this early advertising has been successful, and the advertisers have received a large number of orders for eggs and chicks for spring delivery, they see less necessity for advertising heavily, and the amount of their space in the poultry magazines begins to decline. The hatching season is over in June and July, and since there is little to sell at this time there is little advertising.

6. Seasonable Advertising—"With the approach of fall comes the time for soliciting orders for pullets and cockerels hatched the previous spring. October is the big month for ready-to-lay pullet advertising. During the fall and through December much breeding stock is also sold.

"We are now in a better position to tackle the proposition of the man with \$1,000. It is reasonable to assume that the example of 27 of the country's leading advertisers is worth considering. And since these breeders advertise more heavily at certain times of the year, this man cannot go far wrong if he does as they do. The percentage figures show that these breeders place 13.7 per cent of their advertising in January and 15 per cent in February. So with \$1,000 to spend this new advertiser might plan to spend \$137 of it in January, \$150 in February, and so on."

You will find on another page the graph which Mr. Sawyer refers to and also the amount of advertising done by the 30 largest advertisers in this one poultry journal.

QUESTIONS

Lesson No. 13.

- (1) Why must you study the possibilities of your market?
- (2) What per cent should you invest in advertising?
- (3) Why should this farm have failed to make a profit without the pure-bred poultry sales?
- (4) What are the practices of most experienced poultry advertisers?
- (5) (a) What does the graph show?
- (6) Why should you advertise in the autumn?

Lesson No. 14

Contracting For Space.

1. Get Advertising Rate—Before inserting any advertising in any publication it is good policy to ask several poultry journals to furnish you their rates. These are usually printed on a sheet of paper about the size of a postal, and is called a “rate card.”

You will see by the “rate card” that there are three distinct classes of advertising; namely, Display, Classified and Readers.

Display advertising is where some of the feature lines and possibly illustrations and art work come into play. Here is where distinctive border designs and name plates can be used to emphasize the quality of your birds. The psychology of the situation is this: The prospect believes that where one is capable of knowing good advertising the same care will be used in growing the stock.

2. One Inch Is Minimum Display Space—Most publications will not take less than one column inch of display advertising and from that on up to pages and double page spreads.

Classified advertising is used by more advertisers of the fancy, possibly, than any other form of advertising. Classified embraces the small ads in uniform size of type, classified in the section of the journal known as the classified section and in poultry journals are usually collected under breed headings, for instance; all classified ads referring to Plymouth Rocks are inserted under one general head such as Plymouth Rocks, Barred Plymouth Rocks, White Plymouth Rocks, etc. These ads usually occupy a space of from two or three to a dozen lines and are charged for at so much per word or line.

Classified ads are very effective for the small breeder as the results are usually way beyond the reasonable charge made for them. Most display advertisers graduate from the classified section and this is why the journals make a cheaper rate correspondingly than they do for display. Most advertisers start with the classified section and

the results are so pleasing with increased business they soon find that larger space will still further enlarge their field of endeavor. Here is where this course should do away with several years of experimenting at considerable cost in time and money, especially for new breeders of the fancy.

3. Semi-Display Advertising—Again, some publications have a department known as “Illustrated Breeders’ Cards.” These usually show an illustration of the breed advertised. These may be classified as semi-display, part display and part classified, although the space used is limited to about one column inch.

Then there is the reader advertising. Reader advertising is set up like a news story and is written in the manner of a news story and is valuable as a supplement to display advertising but is not so valuable when used alone. The type used is the same as news type of the publication and often is marked “adv.” which takes away some of the news value of the article.

4. Keying Your Advertising—When an advertiser gets to the point of using several publications he is anxious to know which of them is producing the largest returns for the money expended in order that he may increase or decrease the size of the space used.

Advertisements are keyed for this purpose. For instance the best method in poultry advertising is to make a box number a key, or to use a letter of the alphabet preceding your correct box number or rural route number—a different letter being used for each publication in which you are placing your advertising. As the inquiries come in place them to the credit of the publication to which they belong as per the key numbers.

As an illustration, supposing your postoffice box is number 250. Now make your P. O. Box A-250 for say the American Poultry Journal and B-250 for Reliable Poultry Journal and so on.

5. Importance of Steady Advertising—From an advertising standpoint it is better policy to use continuous small space than it is to use space only a few months in the year. Of course by adopting this policy you should arrange to use larger space during the heavy selling season and your appropriation for poultry journal advertising should be arranged yearly in advance.

The reason why steady, consistent, advertising is more valuable than the spasmodic kind is this: The prospect usually studies the advertising, maybe, months before he is ready to buy. If he sees your advertisement month after month, not only in one but in several poultry publications he has more confidence in you and your birds. He is assured that your business is progressing and that you are not simply a fly-by-night breeder. The beginner usually has not had the opportunity to know who are the reliable breeders and he takes this method of protecting himself. He knows that you have not just jumped into the game and then fallen by the wayside. In other words your advertising is an introduction and constant contact makes the prospect feel that he is acquainted with you.

6. Contract by the Year—In order to secure the most advantageous rate for your advertising you should contract for it by the year as by doing this you get the advantage of lower rates. This is a method of encouragement extended by all publications.

Nearly all poultry publications are uniform in size and therefore it is a simple matter to arrange the size of your advertisement. There can be several different shaped layouts; for instance the first unit of comparison in building your advertisement is the column inch. The column inch is a space one column wide and one inch deep or fourteen column lines of agate type. Agate type is very small and you would not want to use it generally in your advertisements. Eight point type is a better size of which you can get about ten lines but even this is too small for display advertising except possibly detailed information of which you want to get a large amount in a given space. Ten point is quite generally used. Of this you get about eight lines to the inch. This is very good for the body of your advertisement when comparatively large space is used. The reading matter herewith is printed in ten point type.

7. Some Ad Arrangements—A one column advertisement may be one inch up to ten inches or from fourteen agate lines up to 140 agate lines or the limit of the column as most poultry journals have a type page ten inches deep. Therefore to secure a larger advertisement it is necessary to go over into the next column for more space. As little as two inches can be used across two columns and many poultry ads are of such size. With the right kind of layout it may be

good policy; otherwise, the single column two inch size is more effective. A space one inch deep across two columns measures two column inches. If you want to use five inches in a double column space the measurement is $2\frac{1}{2}$ inches deep across two columns or the five inches could be used in a single column advertisement which takes just half the ten-inch column. This makes a splendid small display if you use the space at your disposal correctly. In like manner a space five inches deep across two columns measures ten column inches or 140 lines of agate type, the standard line of type measurement.

Many prefer to use three column space when a large advertisement is used but it is doubtful if this is the correct thing if less than one-third of a page is to be used and then I would prefer using a full single column. I would in like manner prefer to use two-thirds of a page in two full columns than to use two-thirds of a page across three columns. Two-thirds of a page measures twenty column inches and if the rate is quoted by the line to get the number of lines in the space multiply the total number of inches by fourteen lines and you have the total number of lines. Then to arrive at the cost multiply the cost per line with the total number of lines. Keep in mind that an agate line means a line one column long of which 14 make an inch deep; that is, one column inch. An agate line two columns long measures the same as two columns and so on.

QUESTIONS

Lesson No. 14.

- (1) Name the different classes of advertising used in the poultry journals.
- (2) Why are classified ads so popular?
- (3) What is semi-display advertising?
- (4) How can you key your advertisements?
- (5) Why is it important to advertise steadily?
- (6) Why is it advantageous to contract by the year for advertising?
- (7) (a) How many column inches are there in 70 agate lines across two columns? (b) How many agate lines are there in a space 2½ inches deep by 2 columns wide?

Lesson No. 15

Making Sales at the Poultry Show and Obligations of the Exhibitor.

1. Believe in Your Ability—Enthusiasm for your proposition is certainly a wonderful thing. If you haven't enthusiasm, you can make but a poor success in this life. Where one has enough enthusiasm of the right kind, it will carry a man through many a tight place and bring him out on top, indeed, it will put him "over the top." There must be an intense love for your work because without it, it is impossible to develop real enthusiasm. A person who does not believe in his proposition cannot develop enthusiasm that will push it forward.

For many weeks before the time for your poultry show, you are planning on the birds that you will enter. Your success in developing your stock for the show, and their proper care after they reach the show, are advertising features without which you cannot hope to reach success. The successful exhibitor plans on reaching the show ahead of his birds so that they can be properly taken care of upon their arrival. You can leave nothing to chance because this kind of attention leads up to the selling value of your product.

2. A Trend to Business—On arrival at the exhibition building, your first duty is to find the office of the secretary and make yourself known. Don't forget that the Secretary is a busy man and that his desire is to please everybody and no one person can monopolize much of his time, therefore after a few words of greeting, you should learn the location of your exhibition coops and then proceed to get them ready for the arrival of your birds. Then you should locate your shipment. Make the acquaintance of the doorman or the superintendent in the smaller shows and he will gladly advise you if your birds have yet arrived.

Having reached your destination ahead of your birds your next work is to set to work to clean house. This is of importance, especial-

ly if your birds are white. You must see that each cage is washed inside, front, back and sides. That the shavings are leveled and added to if necessary. If you have very valuable birds, do not leave their feeding and care to the show attendants. Therefore place on each cage small signs which read, "Do not feed or water," which means that you will attend to this important job yourself. After this is done and your birds have not yet arrived, it is a good plan to visit around the hall for a while learning the location of other exhibitors and the general arrangement so that you will be familiar with your surroundings.

3. Patience Is Needed—The successful exhibitor must have patience. He must not worry about the delivery of his birds, other than do all he can in case of a delay to get them in on time. It will do no good to get excited and "cuss" the Express Company but go about your work in a systematic and quiet manner and the results of your work will be more satisfactory upon the arrival of your birds which, in most every case, will come in first class condition if properly shipped. You should go about putting them in their proper cages. It is a good policy to give each one of your birds a good drink with a little tonic in the water and about a half portion of grain and then lock them up so that the "curious" will not be able to handle them until after the ribbons have been placed. This done you can spend the remainder of the day or evening chatting with old friends or making new ones and taking an occasional look at your birds to see that they are alright.

4. Don't Fuss With Your Birds—There is absolutely no reason why you should fuss with the birds at this time. They must be allowed to become acquainted with their new location. One of the fatal errors is to start the day comparing the birds with other exhibitors. This by no means will make your string any better or the competition any more strenuous than the Judge is going to find them. Leave all this to come after the Judging is over and attend to the more necessary business details while there is time to do it.

You will always find little things to attend to the morning of the Judging and you must see that every opportunity, that can be given your birds to win, is provided. If your birds are wild when they get

into the cages, it shows that you have not properly trained them at home and there is absolutely no use trying to tame a bird after it gets to a show room.

Don't pull your birds out of their coops to show some curious person who just wants to handle them once. You must not do this as it causes weariness to the birds and may muss up their plumage. Tell such a person that he can handle them to his heart's content after the judging is over.

5. Leave the Judge Alone—As soon as the judging begins get away from your birds and leave the Judge to do his work without interference. Hanging around, or watching him over his shoulder, does you no good and often annoys him. Go and see some of the poultry equipment or attend a lecture or anything of that nature to distract your mind as it will do no good to worry yourself about what the Judge is going to do with your birds. He is there and is going to judge the class and you must abide by the decision he is going to make.

If you win some ribbons and prizes, you must be modest in your manners and do not say "I have better birds at home." That is one of the worst things that can be said whether it be a fact or not. Conduct yourself in a businesslike manner and you will gain friends and a reputation that will carry you forward in your poultry endeavors. You should study the birds that beat you and if you use an unbiased mind, you will undoubtedly agree that the Judge was right. He will be glad to talk with you and this should always be done in a pleasant frame of mind, because criticism and complaint cannot possibly do you any good and will do you a lot of harm.

5. It's a Big Business—As Charles D. Cleveland says in his book on Chicken Nurses, published by Everybody's Poultry Magazine:

"It must be remembered that a big poultry show is a big business rolled down to one week in which everything must be done and therefore, all those who have anything to do with it are working at top speed and under high pressure. The work must not only be done but it must be done accurately. There are often 500 or even 600 exhibitors and an account must be opened for at least one-third of them, for about 30 per cent of all exhibitors win some money and it would be a

pretty good business that opened 200 accounts in a week. Suffice it to say that for the secretary and other assistants actually in charge of the running of the event, a poultry show is a big mass of little details, none of which must be neglected, but all done to please everybody, if that be possible. It not only is a place where the officers have a lot on their shoulders but the exhibitors have a great deal of work and responsibility, which many sometimes neglect. They have obligations to perform both toward other exhibitors and toward the management; they are going to be tried out as men and sportsmen and they are going to get a chance to see whether they can sell chickens as well as they can raise them. The writer has always believed that the exhibitor has three distinct parts to play at a show. First, to determine and establish his relation with the management; second, to fix and maintain his manner and bearing toward the other exhibitors and the judge, and third, to develop and cultivate his ability and power to sell his wares to the very best advantage."

7. It's a Big Job—Do not take up too much of the secretary's time and yet you should have courtesy enough to pay him your respects after he has been working for you as well as the rest of the exhibitors.

There must be show secretaries in order that poultry shows be made successful and it is often wondered how anyone can be induced to take the secretaryship of shows. The secretary should have your encouragement instead of faultfinding and when he conducts the business of the show in a good way, he should be congratulated. You must also, for your own good, be respectful to the judge. Don't have the attitude that "my birds are the best and you have to show me why they are not."

You often hear complaints and grumbling at shows. It isn't usually the case that so many are grumbling about their award as it is that a few grumble continually. You will also note that the leading men of the different breeds are satisfied with the way their birds are placed; if someone else wins over them they have the ability and consciousness to realize that the proper birds won. If you haven't the sporting spirit don't try to become a successful exhibitor.

8. Don't Complain—There are often winning birds at a show that were not raised by the exhibitor. He bought them from some other breeder. In cases like this, you will often see other exhibitors running him down at his back, saying that he didn't breed them and the like. Don't do this sort of thing because it makes no difference whether he raised them himself or not, they won and in fact it doesn't make your birds any better to run down those of others.

"Live and let live" is an excellent motto and its application is very plain in the show room. It is most interesting and instructive to become intimate with your fellow exhibitors. You can learn their methods and you learn of their experiences. Some have had a hard battle while others have had wonderful success right from the start; some are poor and some are rich but all have one desire—to make their birds better and still better from season to season," says Mr. Cleveland.

After the ribbons have been placed, you should stay close to your exhibition birds as this is your opportunity to make sales. You want to conduct yourself in such a manner that the prospects will have confidence in you and your birds. You want to keep your card-racks full of cards and in every legitimate way advertise your birds.

9. Mr. Cleveland Advises—We again quote Mr. Cleveland, referring to his assistant who was making his first exhibition.

"A pleasing manner—gentlemanly, but confident—must be maintained toward all inquirers and he must take pains to find out the real wants of his intending purchasers and, if possible, the extent of their pocketbooks. He has faith in his stock and he must impress people with this faith before he can induce them to buy. If he really believes that a bird is worth the money he asks, it will make the task of selling it for that price all the easier and he must not ask too much for anything—but be sure to ask enough.

"We can see that he is greatly interested in this aspect of the show game and we think that he is going to make a success of the selling end. Especially is this so when we see him go up to a well-dressed man who is looking at one of his pen entries. Soon they are in earnest conversation and by and by he strolls over to me and tells me that he

has just sold the gentleman a breeding pen of ten birds and a cockerel for \$200 and has already received the money.

"I am delighted and content. It has been a pleasure to be with the boy during the show and I feel that I can now wander about the hall a bit and have some good old-fashioned talks with my close friends whom I have rather neglected until I saw that my pupil was fairly started in the way he should go."

QUESTIONS

Lesson No. 15.

- (1) Why must you believe in your proposition?
- (2) (a) What is your duty to the secretary? (b) Why should you feed your own birds at the show?
- (3) Why should you not handle the birds?
- (4) How would you gain friends in the show room?
- (5) Name the three parts an exhibitor should play at a show.
- (6) What should be your conduct toward the judge?
- (7) Why is it important to stay near your birds?
- (8) Name three qualities of a successful show salesman.

Lesson No. 16

Market Poultry Sales.

1. **A Private Trade**—The pure-bred poultry breeder must not overlook the fact that all his products cannot be sold at the high prices received for foundation purposes. There are seasons in the year when eggs must be sold on the market and by giving this end of the selling plan some thought and attention, it is possible to realize more than the ordinary market prices for such products.

In every city of any size, you will find housewives who are willing to pay 5 cents and even 10 cents per dozen more for eggs than the prevailing market price because of the fact that they are assured of a fresh product.

This sort of trade can be very nicely built up by interesting a few people in a good neighborhood and delivering to them a high grade product. They tell their neighbors and before you are aware of it, there will be a bigger demand for your poultry products than you are possibly able to supply.

2. **Eggs in Neat Cartons**—Where you have a large output, it is well to arrange for grocery store sales. Eggs put up in neat boxes and marked with your trade-mark will readily sell at a premium in the grocery store and because of this you will receive a higher price for them from the grocers. The public would not notice very much that your brand of eggs were not on the market in the spring months because of the ease with which fresh eggs can be bought at that time. The fall and winter months is the time when you want to realize a larger profit and that is the time you can sell to the best advantage.

However, after all is said and done, the profit which you realize from a commercial business is not anywhere near the profit you will get from your standard-bred stock and if you do no more than sell your surplus in off seasons at the prevailing market prices, you will do well. The main thing to consider is selling your breeding stock, eggs and baby chicks at a profitable price and this of course is always

at a season when the commercial prices are lowest. Therefore, by conducting a pure-bred poultry establishment you will get the highest prices for eggs in the off season and also a still higher price for your products during the breeding season.

Many poultry farms have found it profitable to carry small classified ads in the daily newspapers of neighboring cities. This is one of the good ways to build up an egg trade during the off season of the year.

3. Eggs By Parcel Post—Some farms find it profitable to ship eggs in this manner by parcel post which will net you a larger rate than will be paid by the local dealer.

Of course it is true that when you are operating a pure-bred poultry establishment the output of eggs in the off season is not as large as would be the case if you were running an exclusive commercial institution. Hens that you have kept for breeders cannot be forced for egg production during the fall and winter as can hens which are kept entirely for commercial egg purposes. Therefore, you will not have as large a yield per hen as would be the case if you were breeding for egg production only. Hens that are forced to lay in the fall and winter will not make good breeders in the spring.

The increasing demand for what is termed purely utility stock, suggests that the public at present is considering poultry more on an economic basis of eggs and meat. In this line what is wanted is hens that lay at least an average of twelve dozen or more eggs that weigh two ounces or better. In each case the eggs must hatch well and the chicks live and grow quickly.

The biggest demand is not only for high producers but for producers of good sized eggs. A neatly dressed bird is required in order to sell the surplus cockerels or the old hens for market.

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